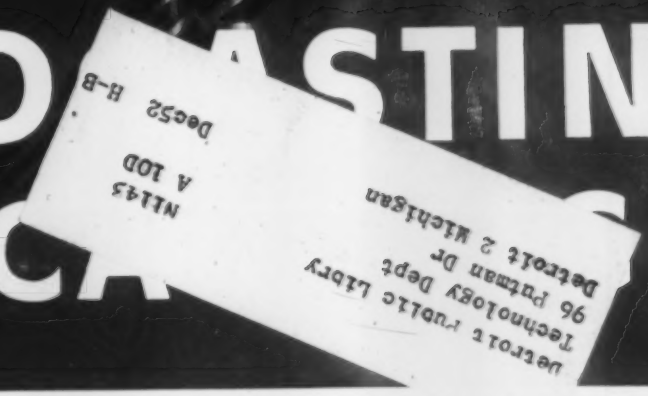
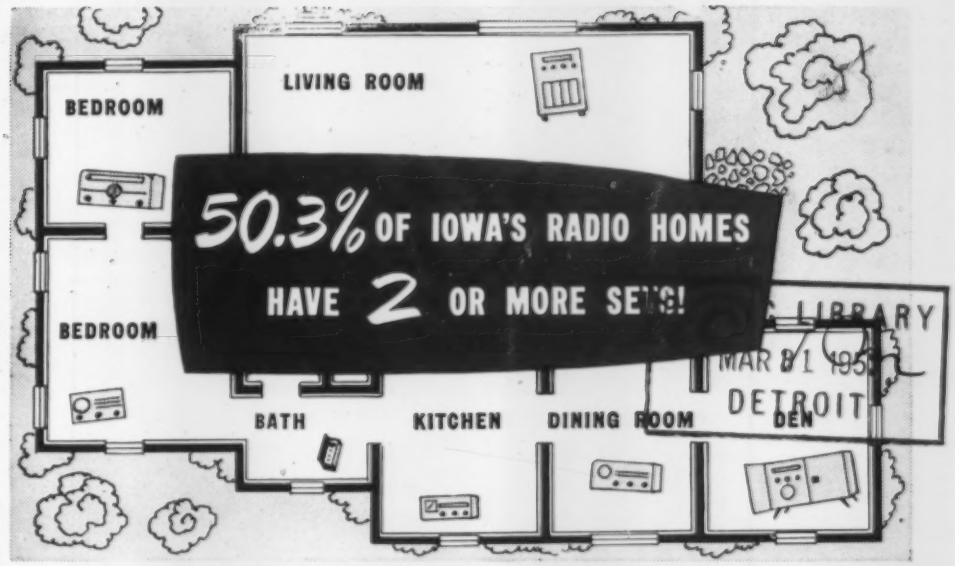
BROADCASTING TELECASTING





The 1951 Iowa Radio Audience Survey* discloses that radio-set ownership in Iowa is at a startling all-time high. Multiple-set homes are now in the *majority* in Iowa, whereas in 1940 less than one home in five had two or more sets!

The following chart graphically illustrates why it is no longer valid to assume a single, "family radio" within the house — a premise on which much radio audience research has heretofore been based.

INCREASE IN NUMBER OF USABLE SETS PER IOWA HOME

(Top figures based on all homes interviewed; other figures based on radio homes only.)

	1940 SURVEY	1945 SURVEY	1951 SURVEY
PERCENTAGE OF HOMES OWNING:			
1 or more radios....	91.4%	97.9%	98.9%
2 or more radios....	18.2%	38.5%	50.3%
3 or more radios....	4.4%	9.1%	15.0%

In addition, the 1951 Survey shows that 88.2% of all Iowa families own automobiles, of which 62.7% have radios. Iowans also own thousands of other "non-home sets" — in barns (14.6% of Iowa barn owners have barn radios) and in trucks (9.7% of all Iowa's family-owned trucks have radios, according to the 1949 Survey).

Radio-set ownership is only one of many important topics covered by the 1951 Iowa Radio Audience Survey. Its 78 pages of reliable, helpful information make it "required reading" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. Incidentally, the 1951 Survey again reveals that WHO with its Clear Channel and 50,000-watt voice is by all odds Iowa's *most listened-to* station. *Write for your free copy today!*

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, IN

National Representatives

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

NOW FOR WHAS — RADIO . . .

Aggressive and experienced national representation by an organization devoted to selling radio—*exclusively.*

HENRY I. CHRISTAL CO.

NEW YORK • CHICAGO

ASSOCIATED WITH
THE COURIER-JOURNAL — LOUISVILLE TIMES

VICTOR A. SHOLIS, *Director* NEIL D. CLINE, *Sales Director*

363 years ago there occurred a tragic event in English history. The colorful Mary, Queen of Scots was involved in a false plot to displace Elizabeth as the English Queen. Against her will, Elizabeth was compelled to have Mary beheaded for having plotted treason against the throne of England.

Below is portrayed the sorrowful fate of Mary as she is led to her execution at the Castle of Fotheringay. She died nobly as a martyr of the Scottish people.

Your Headley-Reed SM Contacts

NEW YORK
Frank W. Miller Sr.
Frank W. Miller Jr.
Sterling B. Beeson
Herbert L. Bachman
Paul Hutchinson
Cameron A. Higgins
Jack Hardingham
Barry Keit
Frank T. Breslin
William L. Kost
Richard P. Hogue

ATLANTA
Eli W. Sweatman

CHICAGO
John H. Wrath
John Schulz
Edward E. Gardner
Philip Leo Mergener

DETROIT
Harold V. Barrett

HOLLYWOOD
Clark Barnes

SAN FRANCISCO
Ralph Mitchell

NEW ORLEANS
Milton R. de Reyna Jr.

PHILADELPHIA
Robert S. Dome

363 years experience in Radio Advertising . . .
Giving us an average of 15 years per man, with every man thoroughly versed in selling the National and Sectional markets . . .
Available to you! Our wealth of Radio knowledge in every Radio market, plus continual close contact with Advertisers and their Agencies, by men who are specialists in selling a single medium-RADIO SPOT TIME . . .
Contact your nearest HEADLEY-REED Sales Representative (listed herewith) and watch your sales curve propel upward.

Headley-Reed Company

Radio Station Representatives

6 out of 10

of the highest rated Night-time TELEVISION programs on any one Dallas or Fort Worth station are on . . . . . .

KRLD-TV

(January 1952 Videodex)

KRLD-TV, exclusive outlet for the great Columbia Television Network for Dallas and Fort Worth, has taken over...

FIRST PLACE

Among the three television stations serving the Dallas-Fort Worth viewing area.

FIRST: In picture and audio signal established by county dealer survey (750 dealers in north Texas area).

FIRST: In power and coverage . . . Texas' highest powered TV station with the favorable low channel 4.

FIRST: 6 out of 10 of television's night-time, class A time shows.

FIRST: More local and regional advertisers during October, November and December . . . Rorabough.

in other words, KRLD-TV *is just plain* FIRST *in the* SOUTH'S LARGEST METROPOLITAN MARKET!

The Market Twins
DALLAS and FT. WORTH

•

The Media Twins
KRLD and KRLD-TV

This is why

KRLD-TV

CHANNEL 4, DALLAS

is your best buy

PROGRAMS IN DALLAS and FT. WORTH

The Branham Company, *Exclusive Representative*

EXCLUSIVE OUTLET FOR CBS

John W. Runyon, *President*
Clyde W. Rembert, *Managing Director*

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

at deadline

CLOSED CIRCUIT

ISCOUNT reports of imminent high-level anges in RCA-NBC organization [B•T, arch 24]. Authority for this is Frank M. olsom, RCA president, who says no changes t top policy level are in offing and that per-nnel movements in lower echelon are not un-sual in expanding organization such as NBC.

ATE STABILIZATION issue expected to ust out all over at NARTB convention. While ou won't find term on agenda *per se*, it will e touchstone of Affiliates Committee, BAB nd more than likely NARTB main tent.

HOUGH NARTB's stiff code is winding up rst month, number of complaints to be given ode Review Board at Monday afternoon meet-g is surprisingly small. Board will be asked supply several interpretations of provi-ons.

HAT JONES dissent from upcoming FCC ajority opinion on TV allocations ending reeze can be expected to reverberate through-ut regulatory and broadcast circles. Com-issioner Jones has been working diligently dissent likely to be voluminous and with harts and graphs depicting his position since e decided fortnight ago. His position basic-lly is against fixed allocation and rule-mak-g procedure leading toward "planned econ-my" for TV. In this view he has at least artial acquiescence of Miss Hennock.

NDER CONSIDERATION by Thomas F. 'Neil, head of General Tire and Rubber radio nd TV enterprises, is formation of film-TV etwork. With nucleus of WOR-TV New ork, WNAC-TV Boston and KHJ-TV Los ngeles, project presumably would include non-wned stations throughout country on option me basis with simultaneous release of filmed rograms.

BANDON ANY notion that FCC will act proposed new multiple ownership rules in V prior to handing down of allocations now xpected within fortnight. Present limitation TV stations owned by single entity, whether HF or UHF is five. NBC, supported by other etworks and by Fort Industry, has proposed hat UHF be not counted in overall TV quota nd suggestion has been advanced that at ast two additional UHF stations be permitted r a total of seven. FCC authorities state, owever, that five remains statutory limit for rposes of allocations and during "waiting eriod" of 90 days following final TV report.

ESPITE repercussions to Boca Raton convention last fall, NBC contemplates another affiliates convention. But chances are it will bring affiliates—both AM and TV—to convention, ll them what they want to do but not ask r vote. NBC's controversial new "economic rmula" on rates has gone by boards to date

(Continued on page 6)

HOUSE UNIT OKAYS PROGRAMMING STUDY

HOUSE Rules Committee Friday cleared resolution calling for radio and TV programming study by select 15-man committee. Bill, introduced Feb. 7 [B•T, Feb. 11] would direct committee to see which radio-TV programs contain "immoral or otherwise offensive matter." If House okays, Speaker will appoint group.

SMITH APPOINTMENT

CARLETON D. SMITH, NBC vice president in charge of station relations, to be director of operations for NBC owned and operated stations division [B•T, March 17], effective April 14, it was announced Friday. April 14 is date Harry Bannister, WWJ Detroit, joins NBC in post generally conceded to be head of station relations. In O&O division Mr. Smith will serve under James M. Gaines, vice president in charge, who said appointment was part of general plan to strengthen and expand division's operations.

PETERSON KEYSTONE V.P.

EDWIN R. PETERSON, salesman for Keystone Broadcasting System, Chicago, elected a vice president of the network, and will handle much of the work done by Naylor Rogers, executive vice president who died recently. Mr. Peterson was on the network sales staff at ABC Chicago seven years, and managed Mutual's Detroit office before joining Keystone in 1949. William Bayer named West Coast sales representative.

DURHAM RESIGNS HOOPER

GEORGE T. DURHAM, account executive on advertiser subscribers to Hooperatings, formerly media director of Lever Bros. and for time chairman of ANA Radio-TV Committee, resigning from C. E. Hooper Inc. effective Tuesday (April 1).

WPJB NAMES TAYLOR

WPJB Providence, R. I., *Providence Journal-Bulletin* station and ABC outlet, names O. L. Taylor Co. as national representative, effective Tuesday (April 1).

COMMISSIONERS AT NARTB

FCC COMMISSIONERS who are attending the NARTB convention in Chicago this week are Chairman Paul A. Walker, and Comrs. Rosel H. Hyde and Robert T. Bartley. Chairman Walker is scheduled to address the NARTB luncheon meeting April 2. Comrs. George E. Sterling, Edward M. Webster, Robert F. Jones and Frieda B. Hennock plan to remain in Washington.

BUSINESS BRIEFLY

ARMOUR TO EXPAND ● Armour Co.'s newest product, Sud (detergent), which has been using test campaign in Dallas, is expected to expand shortly to compete nationally with other detergents, Tide and Surf. Sud is handled by Foote, Cone & Belding, Chicago.

BLOCK EXPANDING ● Block Drug Co., Jersey City, through Cecil & Presbrey, N. Y., has added chlorophyl to its Ammident tooth paste and currently is testing product in few selected markets. If successful, account will go national with radio campaign. Meanwhile two other products, Polident and Pyco-pay (toothbrush) start TV spot campaign in three major markets on May 1 for 13 weeks.

FIFTH QUARTER HOUR ● Green Giant peas, through Leo Burnett, Chicago, understood to be interested in picking up a fifth quarter hour of *Houseparty* on both CBS Radio and CBS-TV, while Pillsbury Mills continues sponsoring all four other days (see story page 29).

SHAVING CREAM RADIO ● Colgate-Palmolive-Peet (shaving cream), through Ted Bates, N. Y., in addition to its network shows, buying radio campaign starting early in April, using morning and night minutes and chain breaks to appeal to male audience.

CONVENTION REGISTRATION MAY HIT 3,000

TOTAL ATTENDANCE 3,000 at NARTB Chicago convention indicated Friday as advance registrations reached 1,300 mark, just shy of 1951 figure according to Secretary-Treasurer C. E. Arney Jr. Actual attendance at joint management engineering meetings, which start Monday (today), usually runs about 1,500 over advance registration, he said. Sale of banquet tickets reached 1276 Friday.

LBS-WOPA SETTLEMENT

OUT OF COURT agreement expected this week by Liberty Broadcasting System and WOPA Oak Park, Ill., after month of informal negotiations. Station charges violation of its affiliation contract [B•T, Feb. 25, March 10, March 24], but will drop its legal action if its terms agreed to. Both parties, during hearings last week before representative of federal judge, Chicago, agreed to keep complete contents of the settlement secret.

FINK TO PHILCO

DONALD G. FINK, editor of *Electronics* magazine, June 1 joins Philco Corp., Philadelphia, as co-director of research-operations, William Balderston, Philco president, announced today (March 31). Mr. Fink served on National Television Systems Committee which recommended present black and white standards to FCC, Radio Technical Planning Board, Joint Technical Advisory Committee and present National Television Systems Committee.

for more AT DEADLINE turn page

at deadline

ABC MEET TO ELECT EIGHT DIRECTORS

ABC ANNUAL stockholders meeting, to be held April 8 at 2 p.m. in network's headquarters in New York's RCA Bldg., will elect eight directors "to serve until the next annual meeting and until their successors shall be elected and shall qualify, or until the merger of the corporation with United Paramount Theatres . . . whichever shall first occur," according to proxy statements sent to stockholders. ABC proposes reelection of full present board, including Board Chairman Edward J. Noble, President Robert E. Kintner, Vice Presidents Earl E. Anderson, Robert H. Hinckley and C. Nicholas Priaulx; Alger B. Chapman, member of law firm of Chapman, Bryson, Walsh & McConnell; Franklin S. Wood, of law firm of Hawkins, Delafield & Wood; Owen D. Young, honorary board chairman, General Electric Co. Mr. Noble holds 901,667 shares of ABC stock (153.38% of outstanding shares) not including 17,500 shares held by member of his family and 46,500 shares owned by Edward John Noble Foundation, according to proxy statement.

BMI TV CLINICS

BMI will hold series of three regular television clinics patterned after radio clinic series started three years ago. Two-day workshop sessions will include speakers from all levels of the television industry. First clinic will be May 19-20 in New York, second May 22-23 in Chicago and third May 26-27 in Hollywood. Series of radio clinics, with three to five going on simultaneously in different parts of the U. S. and Canada, starts April 24. Topics for discussion at TV clinics based on questionnaire survey of video stations, according to President Carl Haverlin.

VOICE APPROPRIATION

HOUSE Appropriations Committee Friday clipped $52,351,500 from Administration's request of $266,056,510 for State Department. State Department had asked for $36,727,086 for construction of nine broadcasting "projects." Committee eliminated two of them, both "double shortwave plants." Included in seven projects to be completed are two "vagabond" projects involving shipborne high-powered radio-relay bases. Other five will be located overseas.

THEY'LL SCRATCH AGAIN

FOURTH annual "Scratch" of the NARTB (NAB) Flea Circus, comprising ex-executives along with representatives of firms regularly making the district meeting circuit during the regime of ex-President Neville Miller, will be held Tuesday, April 1, at 6 p.m. in the Conrad Hilton Hotel. Mr. Miller was president from 1938 to 1944 and is self-appointed president of National Assn. of the Alumni of NARTB (NAB) Flea Circus. A separate Flea Circus convention had been planned, he said, but the idea was dropped to avoid conflict with the national political conventions.

In this Issue—

Where's the money coming from to support a nationwide system of television? Some answers are suggested in the special economic study in this issue. It's a thorough presentation by the BROADCASTING • TELECASTING staff of facts which can help broadcasters analyze their business and figure out their future. See "Business Barometer" beginning on *Page 32.*

30th convention of NARTB opens today at the Conrad Hilton Hotel, Chicago *(Page 27).* There's a jammed agenda *(Page 8)* containing workshop sessions on a variety of subjects intended to help make radio and TV more efficient advertising media. Organizationally within NARTB an unusual spirit of unity prevails. But not everything in Chicago will be rosy. One big problem, how to maintain network radio rates, will be the central topic of a special meeting of the Affiliates Committee this afternoon at 4 p.m. It's a problem that is made the more acute by recent attempts by major advertisers to poke new holes in network rate cards *(Page 29).* Though nowhere to be found on the general convention agenda, the network problem is bound to dominate the Hilton's corridors.

Are radio networks in their present form obsolete? This challenging question is raised in a special editorial. *Page 27.*

BAB promises to unveil half a dozen new member services at its sales session this afternoon in Chicago. *Page 31.*

There are hints that the Civil Aeronautics Administration may throw a monkey wrench in some telecasters' plans to build tall antenna towers. Here's a report of a hitherto unreported meeting on the subject attended by officials of the Air Transport Assn. and the CAA. *Page 141.*

Seven big spending advertisers make major radio-TV moves in week. *Page 29.*

A veteran engineer, Raymond M. Wilmotte, in a special article, wonders whether UHF really will work on a practical basis. He doesn't think it promises to be as good as the FCC and some other engineers think it will be. *Page 146.*

ABC, in next three weeks, will open $3 million worth of new radio studios in New York, Los Angeles and Chicago. *Page 178.*

Upcoming

April 3-5: American Assn. of Advertising Agencies, spring meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 4-6: American Women in Radio & Television, second national convention, Statler Hotel, Detroit.

(Other Upcomings page 148)

Closed Circuit

(Continued from page 5)

because of stunning 72 to 22 vote at Boca Raton last November.

OFT-HEARD complaints about optical standards of TV film may bring revival of former NARTB Recording Standards Committee during convention.

WHEN TV ALLOCATIONS finally are handed down, there will be much travail, it's expected, over education reservations far beyond number of non-commercial stations that conceivably will be built. One anomalous situation, it's understood, is reservation of educational VHF for both Denver and Boulder, Col., about 30 miles distant. There are other instances where small towns are given reservations because they are "educational centers."

WONDEROUS MAN is Senator "Big Ed" Johnson (D-Col.). Given to lambasting FCC for its shortcomings, his appearance before Senate Appropriations Subcommittee 10 days ago was in support of restoration of two million dollars nicked from proposed 1953 fiscal year appropriation by House. His argument that it would be non-recurring expense to take care of television allocations and that senators would hear from their constituents if allocations are held up, was devastating. Thus if FCC gets money back, it will be largely because of Sen. Johnson's thrust.

AGENCY choice to guide Democratic advertising fortunes through '52 political campaign is now on the desk of Frank E. McKinney, national committee chairman. Announcement expected to be made this week following presentations by half dozen agencies. It's understood competition now is reduced to two.

IT NOW develops that Elliott Roosevelt's Cuban plans [CLOSED CIRCUIT, March 24] encompass not only acquisition of RHC Cadena Azul, looking toward TV network operation, but also setting up of TV receiver factory to market sets at $79.50.

WHAT WILL happen to 38 domestic stations (22 owned, 16 leased from private broadcasters) when Voice of America completes plans for four new one-megawatt (1 million watts) outlets in U.S.? That's problem perplexing new International Information Administration. New stations (two under construction, two others on blueprint) would have more power than all 38 in operation now.

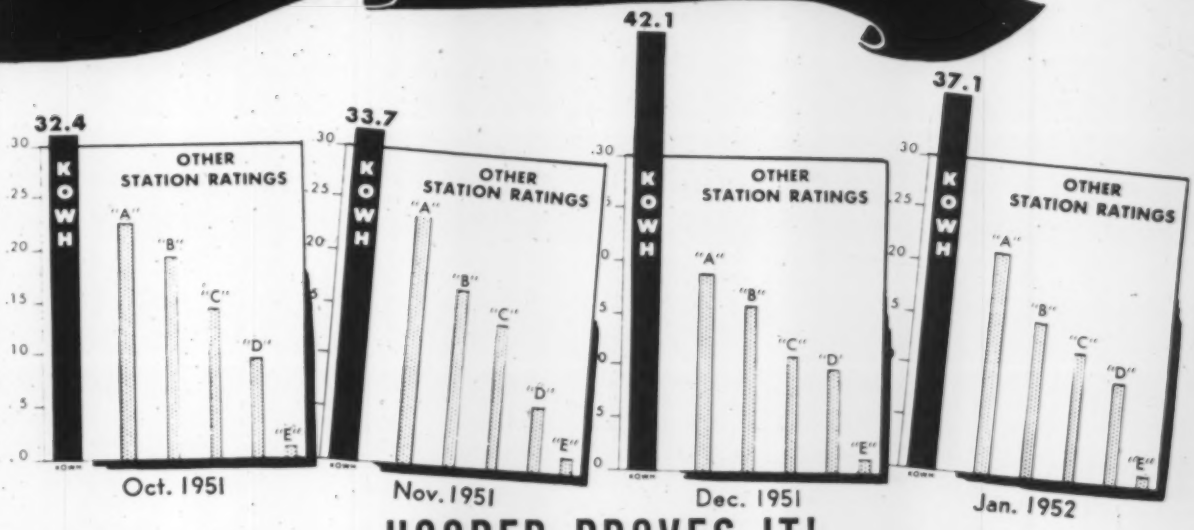
EDWARD STANLEY, manager of public affairs and education of NBC radio network, looking for replacement for Margaret Cuthbert, network's supervisor of public affairs programs. Miss Cuthbert resigning this summer, but will probably continue as consultant to NBC.

DUANE JONES COMPLAINT

FOR THIRD TIME, complaint of Duane Jones, head of Duane Jones Co., against nine former employes has been sustained. Latest edict refusing to dismiss complaint was handed down by N. Y. Supreme Court Justice Ernest E. L. Hammer on Thursday. Suit expected to come to trial in late spring. Also named in complaint are Manhattan Soap Co. and Frank G. Burke Jr., vice president and director of that company. Mr. Jones' former employes are now part of Scheidler, Beck and Werner agency, which services Manhattan Soap account.

THERE'S NOTHING BETTER THAN...

FIRST PLACE!



HOOPER PROVES IT!

The above charts show the Omaha, Council Bluffs Hooper Share-of-audience for 8 A.M. — 6 P.M., Monday through Saturday, from October, 1951, through January, 1952.

Gaylord Avery-
Program Director

Jim O'Neill
1 - 2 P.M.

Johnny Pearson
8 - 10 A.M.

Sandy Jackson
2 - 4 P.M.

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday!
- *Largest share of audience,* both morning and afternoon, of any independent station in all America! (Hooper, Nov.-Dec., 1951).

Represented Nationally By

The Bolling Co.

Kowh

OMAHA

"Americas' Most Listened-To Independent Station"

Official NARTB Convention Agenda

MONDAY, MARCH 31

10:00 a.m. — South Ballroom

TELEVISION BUSINESS SESSION

Section I

Introduction: Judge Justin Miller, NARTB Chairman of the Board and General Counsel.

Presiding: Robert D. Swezey, General Manager, WDSU-TV, New Orleans, Chairman of the NARTB Television Board.

Report: Thad H. Brown, Jr., Dirctor of Television and Counsel to the Television Board.

Section II

ELECTION OF TV BOARD MEMBERS

10:00 a.m. — Private Dining Room 2

FM BUSINESS SESSION

Presiding: Ben Strouse, General Manager, WWDC-FM Washington, D. C., Chairman of the NARTB FM Committee.

THE NARTB-RTMA FM PROMOTION PLAN

What It Meant to the Broadcaster in North Carolina.
E. Z. Jones, General Manager, WBBB-FM Burlington.

What It Meant to the Broadcaster in Wisconsin.
Kenneth F. Schmitt, General Manager, WIBA-FM Madison.

What It Meant to the Broadcaster in the District of Columbia.
Everett L. Dillard, Owner, WASH.

What It Meant to the Manufacturer.

David Grigsby, Advertising Manager, Zenith Radio Corp. (Chairman, RTMA's Special FM Committee).

Herbert Guenin Jr., Advertising Manager, RCA Victor Division.

Henry Onorati, Advertising Director, Radio-TV, Crosley Division, Avco Manufacturing Corp.

What It Meant to the Distributor.

Joe L. Pleasants, Vice President (Sales), Allison-Erwin Co., Charlotte, N. C.

What It Meant to the Dealer.

William Hills, Managing Director, Electric Institute of Washington, D. C.

Where Do We Go from Here?

A Proposal and Open Discussion.

Address:
Give David Back His Slingshot.

J. H. Smith Jr., Director of FM, NARTB.

FMiscellany:

General Discussion and Question Period.

12 Noon — Exposition Hall

ROARING TWENTIES BUFFET

—a quick trip back to the early twenties when NARTB was born.

1:45 p.m. — Grand Ballroom

CALL TO ORDER

James D. Shouse, Chairman of the Board, Crosley Broadcasting Corp., Chairman of the 1952 Convention Committee.

Harold E. Fellows, President, NARTB.

2:00 p.m.

Broadcast Advertising Bureau Inc.

TUESDAY, APRIL 1

10:00 a.m. — Grand Ballroom

GENERAL SESSION

"Signs of the Times"

Introduction:

Mr. Fellows.

Presiding:

Judge Justin Miller, Chairman of the Board, NARTB.

Special Presentation to the Broadcasting Industry: Daggett Harvey, Chairman, Chicago Counsel on Foreign Relations

Address:

What's Ahead in Business?
James D. Shouse

Address:

What's Ahead in Critical Materials?
Hon. Henry H. Fowler, Administrator, National Production Authority.

12:30 p.m. — Grand Ballroom

LUNCHEON

Presiding: Judge Miller.

1:30 p.m.

SPECIAL PRESENTATION—

Honoring the Founders of NARTB.

1:40 p.m.

ADDRESS

Harold E. Fellows, Preisdent NARTB.

WORKSHOP SESSIONS

2:30-4:00 p.m. — South Ballroom

MERCHANDISING—THE WAY TO MORE BUSINESS

Keynote:

G. Richard Shafto, Vice President-General Manager, WIS Columbia, S. C.

Panel:

Mr. Shafto.

Lester W. Lindow, General Manager, WFDF Flint, Mich.

F. C. Sowell, General Manager, WLAC Nashville, Tenn.

Jack Zinselmeier, Director of Merchandising, WLW and WLWT (TV) Cincinnati.

2:30-4:00 p.m. — Upper Tower Room

POLITICS AND BROADCASTING IN '52

Keynote:

Clair R. McCollough, President, WGAL and WGAL-TV Lancaster, Pa.

Panel:

Mr. McCollough.

Kenneth Fry, Radio-Television Director, Democratic National Committee.

Edward T. Ingle, Radio-Television Director, Republican National Committee.

Sig Mickelson (CBS-TV), Chairman, Television Political Conventions Coverage Committee.

William McAndrew (NBC), Chairman, Radio Political Conventions Coverage Committee.

NARTB Staff Representatives:

Ralph W. Hardy, Director of Government Relations.

Robert K. Richards, Director of Public Affairs.

4:00-5:30 p.m. — Small Ballroom

MANAGEMENT—IS YOURS GOOD?

Keynote:

C. L. (Chet) Thomas, General Manager, KXOK St. Louis.

Panel:

Mr. Thomas.

Simon Goldman, General Manager, WJTN Jamestown, N. Y.

Leslie C. Johnson, Vice President-General Manager, WHBF Rock Island, Ill.

William B. McGrath, Managing Director, WHDH Boston.

Robert T. Mason, President-General Manager, WMRN Marion, O.

NARTB Staff Representative:
Richard P. Doherty, Director of Employee-Employer Relations.

4:00-5:30 p.m. — Upper Tower Room

AUDIENCE PROMOTION—A TALE OF THREE CITIES

Keynote:

Lee Little, General Manager, KTUC Tucson, Arizona.

Panel:

Mr. Little.

John Esau, Vice President-General Manager, KTUL Tulsa—The Tulsa Story.

Jack Knabb, Jack Knabb Advertising Co., Rochester—The Rochester Story.

Worth Kramer, General Manager, WJR Detroit—The Detroit Story.

NARTB Staff Representative:
Richard M. Allerton, Director of Research.

WEDNESDAY, APRIL 2

9:30 a.m. — Grand Ballroom

TELEVISION MANAGEMENT

Keynote:

Dwight Martin, Vice President, WLWT (TV) Cincinnati.

Panel:

Mr. Martin.

E. K. Jett, Vice President-Director of Television, WMAR-TV Baltimore.

Lawrence Rogers, General Manager, WSAZ-TV Huntington, W. Va.

Willard Walbridge, Station Manager, WWJ-TV Detroit.

Victor A. Sholis, Vice President and Director, WHAS-TV Louisville, Ky.

NARTB Staff Representative:
Mr. Doherty.

10:30 a.m.

CONFESSION SESSION

Keynote:

Harry Bannister, NBC

Panel:

Mr. Bannister.

Walter Compton, General Manager, WTTG (TV) Washington, D. C.

Walter J. Damm, Vice President-General Manager, WTMJ-TV Milwaukee.

Thad Holt, President, WAFM-TV Birmingham, Ala.

Harold V. Hough, Director, WBAP-TV Ft. Worth, Tex.

Gaines Kelley, General Manager, WFMY-TV Greensboro, N. C.

Klaus Landsberg, Vice President-General Manager, KTLA Los Angeles.

Robert Lemon, Station Manager, WTTV Bloomington, Ind.

Glenn Marshall Jr., General Manager, WMBR-TV Jacksonville, Fla.

Lee B. Wailes, Vice President, Fort Industry Co., Detroit.

12:30 p.m. — Grand Ballroom

LUNCHEON

Presiding: Mr. Fellows.

1:30 p.m.

THE VOICE OF DEMOCRACY—

Featuring one of the four 1951-1952 Winners:

Dwight Clark, Jr., Representing KCOL Ft. Collins, Colo.

1:40 p.m.

ADDRESS

Hon. Paul A. Walker, Chairman, Federal Communications Commission.

2:30 p.m. — Upper Tower Room

THE TELEVISION CODE—a workshop session featuring members of the Television Code Board of Review.

John E. Fetzer, President-General Manager, WKZO - TV Kalamazoo, Chairman.

J. Leonard Reinsch, Managing Director, WBS-TV Atlanta, Vice Chairman.

Mrs. A. Scott Bullitt, President, KING-TV Seattle, Wash.

Walter J. Damm, Vice President, WTMJ-TV Milwaukee, Wis.

E. K. Jett, Vice President and Director of Television, WMAR-TV Baltimore.

3:30 p.m. — Upper Tower Room

PUBLIC HEARINGS—

Should they be open to the public through radio and television?

A debate.

Presiding: Judge Miller.

Affirmative:

James M. Landis, Attorney.

Negative:

Louis Waldman, Attorney.

7:00 p.m. — Grand Ballroom

ANNUAL BANQUET

STATEMENT BY HAROLD E. FELLOWS, PRESIDENT, NARTB

THIS 1952 convention is a very special one—for it marks 30 years of continued expansion of our association. Out of the dream of a handful of broadcasters who gathered together in 1923 has grown the National Assn. of Radio and Television Broadcasters, encompassing all facets of the nation's broadcasters —AM, FM, TV—in one strong, unified organization.

Mr. FELLOWS

NARTB's responsibility as the representative of the entire broadcasting industry is reflected in this year's convention agenda. A majority of the sessions have been built around subjects of interest to each of the broadcasting media. Again, this year, most of the meetings will be at the workshop level, with outstanding speakers participating.

The topics listed for the various sessions indicate the wide range of information available to those in attendance at the convention: What's Ahead in Legislation? . . . What's Ahead in Critical Materials? . . . The FM Promotion Plan . . . The Way to More Business . . . Politics and Broadcasting in '52 . . .Management . . . Audience Promotion . . . The Television Code . . . Engineering.

For me personally, this convention also has a special meaning—my first as NARTB president. Most of you are old friends from my days as a practicing broadcaster, or we have met during the series of district meetings. To all of you, let me say "thanks" for your splendid cooperation during the past year and extend a hearty welcome to our annual meeting.

The BEST BUY in Recorders!

PROTECTS YOUR COMMERCIALS WITH PRECISION TIMING

• SAVES LABOR WITH REMOTE CONTROL

• SAVES MONEY BY STAYING ON THE JOB

• SAVES TAPE WITH 15,000 cps AT 7½ ips

AMPEX

AMPEX ELECTRIC CORPORATION
Redwood City, California

Advanced Series 400-A

Write for Bulletin A-211

W·I·N·D

BEST

CHICAGO

BUY

ENTIRE YEAR 1951

7 DAYS A WEEK—6 A.M.-MIDNIGHT

	SHARE OF AUDIENCE	BASE "A" HR. RATE
NET A	27.6%	$1100
NET B	15.7%	$900
WIND	13.0%	$250
NET C	10.2%	$900
NET D	9.5%	$900
IND B	8.1%	$338
IND C	5.9%	$300
IND D	3.0%	$240

SOURCES: PULSE OF CHICAGO, 1951; SRDS

•

"The Most Homes Per Dollar Station"

•

400 N. MICHIGAN AVE., CHICAGO 11, ILLINOIS

AM RADIO SALES CO., REPRESENTATIVE

ROBT. MEEKER & ASSOC.
West Coast Representatives

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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TELECASTING Starts on page 139

WASHINGTON HEADQUARTERS

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Advertisers who participate in The Yankee Network News Service have one idea in common — they want their broadcasts *inside* each local area . . . from home-town station to home-town audience. For maximum local effectiveness these advertisers go Yankee.

COLGATE-PALMOLIVE-PEET CO.
FIRST NATIONAL STORES, INC.
GROVETON PAPER PRODUCTS
R. M. HOLLINGSHEAD CORP.
KRUEGER BREWING CO.
NATIONAL BISCUIT CO.
PENICK & FORD, LTD.
SEECK & KADE, INC.
KIWI POLISH CO., LTD.
MEGOWEN EDUCATOR CO.
THE S.O.S. COMPANY

Go Yankee with the Yankee Network News Service
8 A.M. 9 A.M. 1 P.M. 6 P.M. 11 P.M.
A crowning achievement in home town acceptance

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

WOW! ZIV'S NE SENSATION

IRENE **DUNNE** AND FRED **MacMURRAY**

Together, in the Gay, New, Exciting Comedy-Adventure

"BRIGHT STAR"

FIVE DISTINCT IDENTIFICATIONS FOR YOU
Including Three Full-Length Selling Commercials!

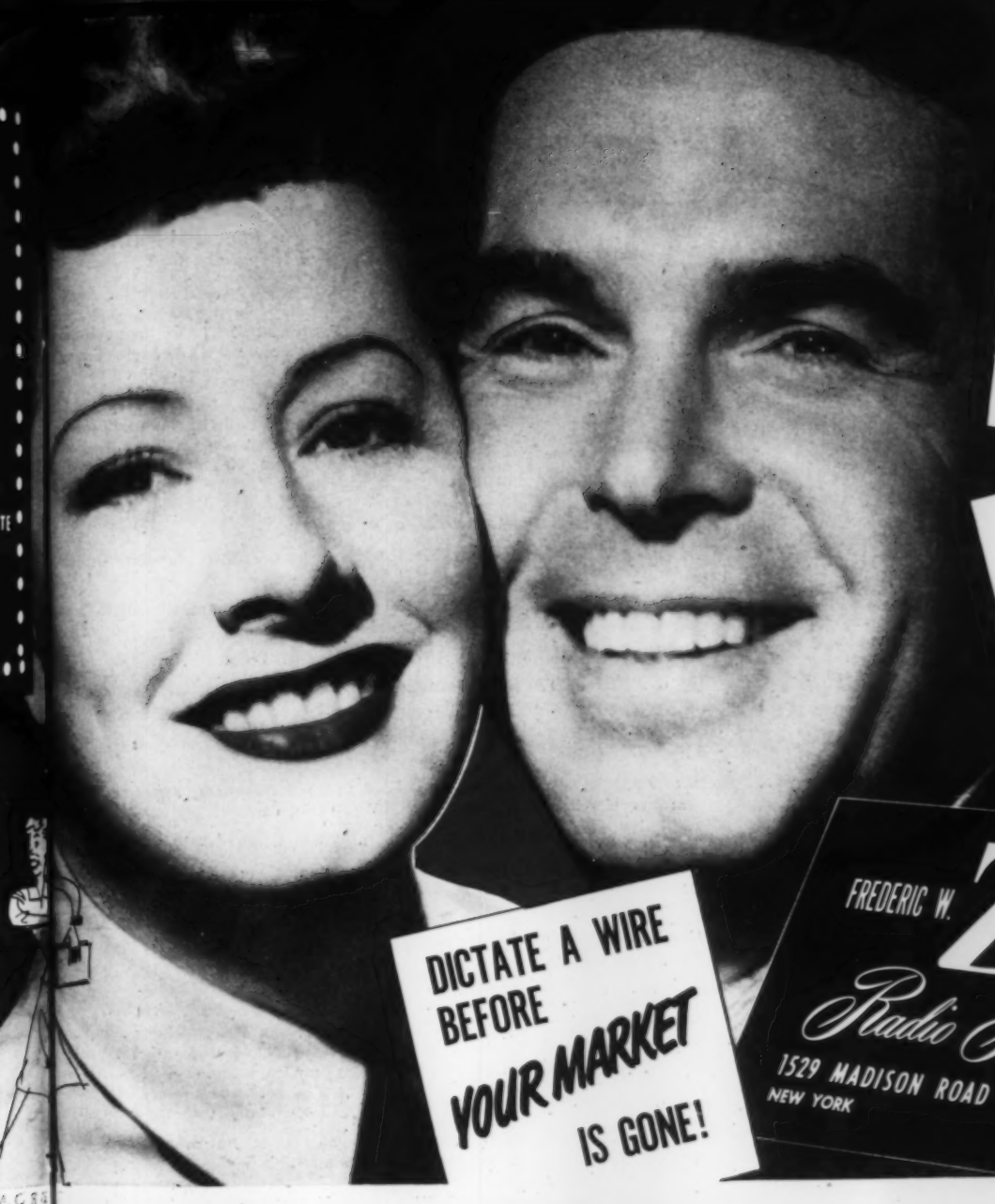
EACH HALF-HOUR PROGRAM A COMPLETE EPISODE!

★ WITH HARRY VON ZELL ★ AN ALL STAR SUPPORTING CAST

★ SPARKLING SCRIPTS AND PRODUCTION ★ BRILLIANT MUSICAL SCORES AND DIRECTION

NEVER BEFORE HAS A NEW SHOW CAUSED SO MUCH EXCITEMENT!

SHOW IS THE INDUSTRY!



STATIONS ARE
WIRING
FOR THESE TWO GREAT HOLLYWOOD STARS!

AGENCIES ARE
PHONING
FOR THIS GREAT AUDIENCE-BUILDING HIT!

SPONSORS ARE
GRABBING
FOR THE TOP SHOW IN THEIR MARKET!

DICTATE A WIRE BEFORE
YOUR MARKET
IS GONE!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

88 AND STILL GOING STRONG!

- Yes . . . for the past 88 consecutive weeks, the Shell Oil Company has sponsored "Shell News" twice daily over WDSU.
- Shell has just renewed its contract for another 52 week schedule. We are proud of the confidence placed in our station by this sponsor...since WDSU is the sole radio salesman for Shell in the New Orleans market.
- This is but another example of WDSU's effectiveness in producing results for sponsors in the "Billion Dollar New Orleans Market . We're doing it daily for our present sponsors . . . and we would like the opportunity to show what WDSU can do for you.

● Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS NBC

new business

Spot • • •

VETO SPRAY DEODORANT lining up availabilities for 26-week radio spot campaign to begin April 7. Agency: Sherman & Marquette, N. Y.

GENERAL FOODS Co. planning radio campaign for Minute Rice using six or seven stations starting April 1 for from 9 to 13 weeks. GF, for Cornfetti, also to use daytime minutes and breaks for nine weeks commencing April 7. Agency: Young & Rubicam, N. Y.

JULIUS CARLEBACH ART AND ANTIQUES GALLERY, N. Y., to sponsor radio and TV sports on several New York stations in promotion campaign extending through June 30. Gallery also will participate in sponsoring art program now being prepared for radio and ultimately for TV. Agency: Richard H. Roffman Assoc., N. Y.

LINEN THREAD Co., Paterson, N. J., using test spots on two Gulf Coast and two East Coast radio stations to appeal to commercial fishermen. Company is considering expansion to Great Lakes and Atlantic Seaboard if test is successful. Agency: Fuller & Smith & Ross, N. Y.

PALM BEACH Co., Cincinnati (Palm Beach and Springweave men's suits), has started saturation campaign in Cincinnati on WLWT (TV) for 13 weeks. Other cities will be Houston, St. Louis, New Haven and Philadelphia. Company also stepped up spot campaign in New Orleans which began March 3 with 100 spots weekly for 13 weeks on WSMB, WNOE, WDSU and WBOK. Agency: Ruthrauff & Ryan, Chicago.

Network • • •

PAL BLADE Co., N. Y., renews *Rod and Gun Club of the Air*, Thurs. 9-9:30 p.m. EST, on MBS. Agency: Al Paul Lefton Co., N. Y.

GOODYEAR TIRE & RUBBER Co., Akron, to sponsor *Greatest Story Ever Told* on CBS-TV network for three Sundays during *Columbia Workshop* time spot, 4-4:30 p.m. EST commencing April 27. Company sponsors radio version on ABC with occasional simulcast. Agency: Young & Rubicam, N. Y.

HAZEL BISHOP Inc., N. Y. (cosmetics), signs for NBC-TV, Wed. 10-10:30 p.m., and is cancelling alternate week sponsorship of *Cameo Theatre*, NBC-TV, Sun. 10:30-11 p.m., with Regent Cigarettes. Drama show planned for Wed. slot. Agency for Hazel Bishop: Raymond Spector Co., N. Y. Agency for Regent: Hilton & Riggio, N. Y.

Agency Appointments • • •

COLONIAL LIFE INSURANCE Co., East Orange, N. J., appoints United Adv., Newark.

REE-SEAL Co., L. A. (closures for home freezers), names Rockett-Lauritzen, that city. Radio and TV are being used.

ERIE STEEL Co. appoints Advertising Assoc., Phila.

ACE PRODUCTS Co., Chalfont, Pa. (stainless steel kitchen tools), names Fien & Schwerin, Phila.

LEIPHEIMER TEXTILES, Phila., appoints Aitkin-Kynett Adv., that city.

G. E. APPLIANCE DEALERS, L. A. (home freezers), appoints Ross, Gardner & White Adv., that city. TV is being used.

PRINCE GARDNER Co., St. Louis, appoints Olian Adv. Co., that city.

MEISTER Co., L. A. (sewing machines), names Vick Knight Inc., Hollywood. Radio and TV will be used.

CARYL RICHARDS Inc., Brooklyn, N. Y. (beauty products), names Gibraltar Adv., N. Y., to handle advertising, including radio and television.

Adpeople • • •

CURTIS A. PRINGLE, special representative in S. C. Johnson & Son Inc.'s international division (wax manufacturer), elected director-president of company's Brazilian subsidiary, Companhia Johnson. EDGAR J. MITCHELL, chief accountant of Companhia Johnson, elected director-treasurer and DR. LINCOLN M. da MATTOS named director-secretary.

RAYMOND J. LAHVIC, Phenix Pabstette Co., to Fairmont Foods Co., Omaha, as advertising and publicity manager.

drawing power is selling power!

Jack Clifton thought he was going to have a rather quiet little party with a group of his faithful fans to celebrate the first anniversary of "Clifton's House Party" (1:30-3:30 across the board). He issued the invitation on the air and was mobbed. When the afternoon for the occasion arrived, the hall was SRO and the house party developed into a full-scale soiree.

CHIEF SAYS:

Clifton not only draws 'em, but sells 'em on WJW. Ask for available spots today.

WJW

CLEVELAND'S *Chief* STATION

5000 W. BASIC ABC

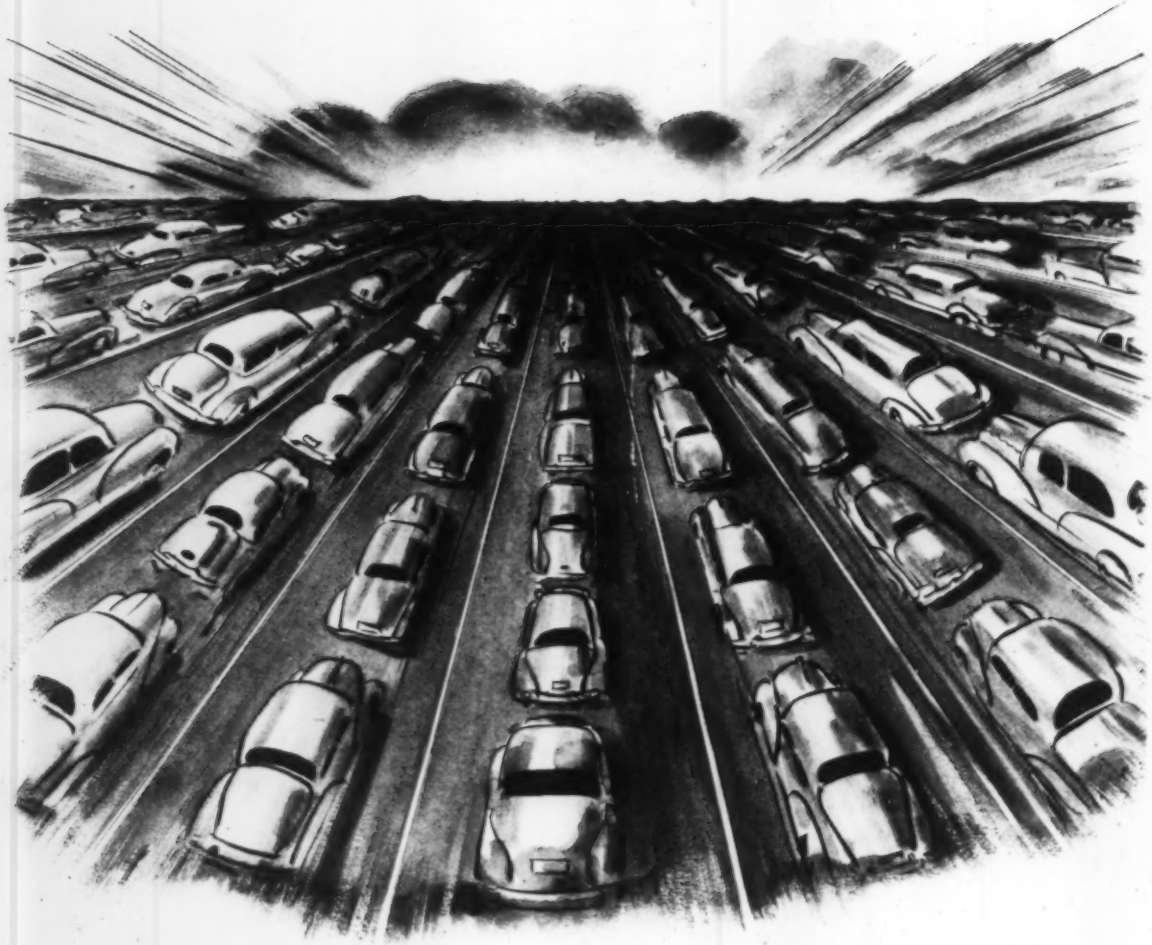
WJW BUILDING CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

Cleveland's top personalities **SELL for YOU** on **WJW!**

HERE ARE THE FACTS ON THE UNMEASURED

PLUS FACTOR* IN RADIO



*THE AMERICAN AUTOMOBILE

NEW AUTO RADIO STUDY, BIGGEST EVER MADE, SHOWS 83% OF CARS HAVE RADIOS

Survey of 51,084 cars points to huge unmeasured potential audience

What is the accepted factor in measuring media coverage? Circulation. You pay on the basis of measured figures. But...when you buy radio, you get a huge, unmeasured audience.

You get *auto radio audience*. Important because it is big. Vital because it is adult. Sales-productive because it is—of necessity—attentive to your sales message.

The significance of this revealing auto radio study is far-reaching. It stresses a big plus factor in the value of radio. It adds further proof that radio is the "budget buy!"

Passenger Car Registrations in U. S. Totals 42,846,000

83% of the passenger cars surveyed have radios. Using this percentage as a national yardstick—35,562,000 American autos are equipped with radios! And this figure does not include other radio-equipped vehicles such as trucks, taxis, buses.

AUTO RADIO CIRCULATION IS...

BIG: The average number of passengers per car in the survey is 1.8 — twice as many listeners as there are cars.

ADULT: All drivers in the test area are sixteen years of age or older. Most urban regions use this age as the minimum requirement for licensed driving.

WE WILL BE GLAD TO SEND YOU A COPY OF THIS STUDY, IF YOU REQUEST IT ON YOUR BUSINESS LETTERHEAD.

EDWARD PETRY & CO., INC.

488 MADISON AVE., NEW YORK 22, N.Y. MU 8-0200

CHICAGO • LOS ANGELES • DETROIT

ST. LOUIS • SAN FRANCISCO • DALLAS

There's Music—

in the air,

And voices raised in singing,

When you're buying time with us,

And your cash register is ringing.

Trends may come and trends may go,

But this fact remains the same,

If it's Washington you're choosing,

We're the oldest in the game.

Among the early morning shows,

Our Bill Herson's rated best,

While in evening quarter hours,

*Our station tops the rest.**

When you've read this Preview issue,

Whatever your plans may be,

Remember that in this market,

Your best buy is WRC.

* WRC is highest-rated in 56 out of 112 quarter hours (7-11 p.m., Sun. through Sat.), ARB, Feb., 1952.

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

NOT ONE to rest on his laurels, Harold Simonds, local sales manager of WFIL Philadelphia, celebrated his 30th anniversary with the station March 17 by signing two more top accounts, both for 52 weeks.

One of them, placed through J. Cunningham Cox Agency, calls for a saturation spot announcement campaign for Stroehman Bros. Co., baking firm. The other is for a series of spots for Dalsimer Shoes, represented by Charles Cassidy Adv.

Said to be Philadelphia's oldest radio man in point of service, Mr. Simonds seems to possess the enviable knack of signing up long-term accounts. Just a short time ago, Foster, Miller & Bierly, tire distributor, renewed its sponsorship of a daily morning newscast, thus continuing a station-client relationship which began more than nine years ago. Cahill Adv. handles the account.

Another evidently satisfied WFIL account serviced by Mr. Simonds is Hardwick & Magee, rug and furniture store, whose morning news programs have been a Monday-through-Saturday feature for 10 years. Firm is represented by Feigenbaum Agency.

In celebration of Mr. Simonds' 30th anniversary, a party was tendered by Roger W. Clipp, WFIL general manager. Agency executives and station personnel signed a large card bearing Mr. Simonds' likeness and he received as a gift from WFIL a week's cruise to Nassau, for himself and his wife.

The WFIL local sales manager goes all the way back to 1931 in recalling his first commercial account as a salesman for the original WFI, forerunner of the present WFIL. This sale followed nine years as singer, announcer and script writer.

Looking over itinerary of their Nassau trip, gift of WFIL, are Mr. and Mrs. Simonds. Mr. Clipp (r) shares their happiness.

* * *

That first account was Fritz & LaRue, rug firm. From then on his sales acumen sharpened. In 1947, for instance, he was salesman for six dairy accounts carried by WFIL simultaneously.

During his long radio career, Mr. Simonds has been a successful newscaster and sports commentator as well as salesman, singer and announcer. In 1933 he inaugurated *20th Century Highlights, Past and Present*, a news program sponsored continuously for three years.

From 1936 to 1943 he was WFIL's sportscaster and, except for brief periods, his show was sponsored throughout the time.

He became fulltime salesman in 1943 and in early 1950 was promoted to his present position.

strictly business

HUGH H. LELAND

AT A TIME when such groups as the Assn. of National Advertisers are searching for more dollar facts about the nation's major advertising media, Hugh H. Leland comes up with a comment of "I like radio because of its flexibility, and TV because of its possibilities."

Mr. Leland ought to know. He is the advertising executive on radio and TV for Armour & Co.

As an Armour executive studying the broadcast media, Mr. Leland notes that successful campaigns around his shop, mean: ". . . . every time we can get a local rating of four or better on

(Continued on page 22)

Wilkes-Barre's Reliable EAR Way*

If You Want Coverage That Counts...

Quote From Sales Management

"Your story is far stronger than last year. Your quality of market index is now 28% above U. S. average; 24% above Pennsylvania. You have topped $6,000 per annual family income . . . $1,102 above U. S. average."

WBRE

WILKES-BARRE PENNSYLVANIA

NBC

AM-FM AFFILIATE

EXTRA Sales Results

WVOK INDEPENDENT

Birmingham, Alabama

EXTRA Wide Coverage

WVOK COVERS ALABAMA

Keyed Programming On 50 KW Birmingham Independent Results In Vast Rural And Industrial Listening Audience

Specific Programming Produces Top Disc Jockey

WVOK has carefully screened and trained its announcers so that warm, friendly informality is part and parcel of every program. Every WVOK announcer is a disc jockey, every announcer is a personality.

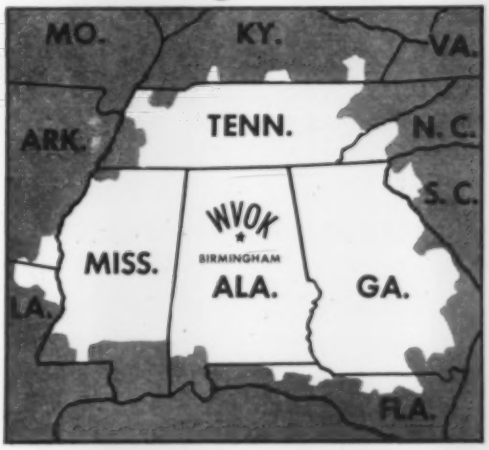
Their personalized selling by air has resulted in stories such as the Blackburn Syrup Story. In one year, WVOK advertising elevated Blackburn Syrups from one truck load a month in Alabama to one of the top statewide sellers with a fleet of trucks serving the state several times per week. Less than a month before the 1952 Mercury came out, a WVOK campaign relieved Dexter Lincoln-Mercury of seven 1951 Mercuries in one day.

Rural And Industrial Listeners Say WVOK's The Best Deal On The Dial

The tremendous audience that daily tunes to WVOK is not the result of chance.

Rather, it's a direct reaction to the type of programs WVOK constantly plans and uniformly schedules day after day.

Listeners know the type of program they can expect from WVOK. It's the type their specific listening preference indicates. Rural and industrial area listeners prefer folk music, both hill and swing. And that's the kind of program WVOK has plotted throughout the day.



WVOK Coverage Area Blankets Alabama

The mail map which you see to the left, reflects the actual mail by counties, pulled in recent contest, story for which you will find below.

With its 50,000 watt coverage, WVOK is truly Alabama's station. Its .5 millivolt line extends deep into Mississippi and Georgia, as well as covering Alabama, itself, intensively. And today this coverage means something to you, for the State of Alabama represents a buying potential of nearly 2 billion dollars, according to 1951 SALES MANAGEMENT estimates.

WVOK Proves Listening Popularity By Outpulling 20 Mid-South Stations in Recent Contest

Recently, the makers of Garrett Snuff had a contest on the "Juniper Junction Varieties" radio show, heard over WVOK at 12:45 to 1:00 P.M.

Listeners were asked to suggest a name for a foundling girl, developed in the continuity of the program.

OF THE 20 STATIONS CARRYING THIS CONTEST, WVOK RANKED FIRST IN MAIL PULL.

This is particularly impressive, in view of the fact that among the 20 were more than five 50 kw. clear channel stations, including affiliates of every major network.

This is but typical of the many mail-pulling success stories on our records.

And where there's mail, there are listeners.

IF YOU'RE INTERESTED IN BUYING LISTENERS AT THE LOWEST COST PER THOUSAND, contact the nearest office of Radio Representatives, Inc., or the Sales Department of WVOK, Birmingham.

WVOK 50,000 WATTS

BIRMINGHAM, ALABAMA

THE VOICE OF DIXIE

Radio Representatives, Inc.
New York, Chicago, Hollywood
Iralee W. Benns, Pres.
W. J. Brennan, Com. Mgr.

more New Englanders listen to **WPRO** than any other Rhode Island station

and, as for **RESULTS**

—here's what WPRO did for a **PUBLIC SERVICE** organization:

The VOLUNTEERS OF AMERICA
RHODE ISLAND STATE HEADQUARTERS
NINETY WICKENDEN ST. PROVIDENCE, R. I.

WICKENDEN HOUSE
Telephone GAspee 1-1311

Mr. Arnold Schoen
Radio Station WPRO
Providence, Rhode Island

Dear Mr. Schoen:

Since May of 1949 you have generously given our organization a quarter hour of time each week for our musical program, "The Golden Corner". Now we want you to know what results have been achieved.

In 1948 our total store sales amounted to $7,092.11. In May of 1949 our program got under way and our store sales for the year went up to $7,659.20. In 1950 we increased to $13,427.48. We have just closed our books for 1951 and store sales for the year amounted to $16,835.90 -- an increase of 137% over 1948 when we had no program.

Inasmuch as Wickenden House has had no other continuing promotional effort, it is obvious that our healthy gains are attributable to the WPRO broadcasts.

At the January 1952 meeting of the Board of Directors, I was asked to express the appreciation of our organization for your generosity and we trust that we may look forward to even greater gains in time to come.

Sincerely yours,
Louis F. Adams
Louis F. Adams

BOARD OF DIRECTORS RHODE ISLAND JURISDICTION

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WPRO Offers You DOUBLE Major-Market Coverage—HIGHEST Ratings—The MOST Listeners at LOWEST COST-PER-1000!

listeners are customers! customers are buyers!

BUY BASIC.. CBS ..**WPRO** AM & FM
PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

agency

HAROLD R. OHLEYER, vice president, Knox Reeves Adv., S. F., to J. Walter Thompson Co., that city, as account executive.

DIXON STEWART, co-founder and former president of Transradio Press Service, joins D. M. Grattan Co., N. Y., as executive vice president in charge of newly created radio-TV division.

Mr. Stewart

ARNOLD WESTER, director, Jerry Fairbank Productions, Hollywood, appointed manager of William Esty Co., that city.

THOMAS A. HOPKINS, writer and account executive, Morey, Humm & Johnstone, N. Y., and **JAMES A. HAINES** to N. W. Ayer & Son, that city, on writing staff in radio-TV department. **JOAN E. GILES**, H. B. Humphrey Co., Boston, to N. W. Ayer & Son, Phila., as copywriter.

RICHARD BERGGREN, media director and account executive, Walter McCreery Inc., Beverly Hills, appointed chairman of plans board.

on all accounts

HAL JAMES, vice president of radio and television, Ellington & Co., New York, is a philosophy major whose major philosophy is "Do it well."

Actor, producer, agency executive and station owner, Mr. James has rarely been far from the first rank in any project he has undertaken.

A graduate of the U. of Chicago and Reed College, his first industry job in 1934 was as a researcher with J. Walter Thompson Co. in Chicago. One year later, he moved to Needham, Lewis & Brorby to serve on the production staff of the *Fibber McGee* show.

He next moved to New York to pursue a career as an actor. There he acted with the celebrated Group Theatre and appeared in a Warner Brothers and a Paramount film before journeying upstate to participate in the Mohawk Drama Festival at Union College, Schenectady, where he performed in many of the classics.

In December of 1937, he returned to New York joining Compton Adv. as program supervisor. He worked on such shows as *Against the Storm, Life Can Be Beautiful*, baseball broadcasts, *Wheatena Playhouse* and *Small Town*.

He remained with Compton until the spring of 1943 when he moved to the H. W. Kastor agency as director of radio, supervising *Abie's Irish Rose* and *Time Views the News*.

In 1944 he joined Ellington & Co. as director of radio and TV, principally for the *Dick Tracy* show. Last fall he was named vice president of the firm. Currently Ellington & Co. handles Cities Service Co.'s *Band of America* on NBC radio and *Celanese Theatre* on ABC-TV. TV spot and local program users are Whiss scissors and Cadbury chocolates.

Mr. JAMES

Mr. James is also one of the four New York radio men who, along with 34 other veterans from Rochester, N. Y., applied for and now own the Veterans Broadcasting Co., WVET Rochester. Mr. James is still a stockholder and director of the firm, which status he describes as a "dream come through."

The Jameses—she is the former Florence Sperl, one-time casting director at Compton—have been married for the past 13½ years. They have three children: Michael, 10; Beau, 8, and Melody, 5½ years old. The family lives in Westport, Conn.

His hobbies, in which he rarely has time to indulge, are horseback and golf, as well as deep sea fishing.

beat

GRAYSON LATHROP, Kenyon & Eckhardt, N. Y., named vice president.

LEM HALL, account executive, CBS Radio, Hollywood, to Ball Bros. Co., El Monte, Calif., as sales promotion manager.

JANE ANDERSON joins TV department of Smith, Taylor & Jenkins, Pittsburgh.

GEORGE L. RAPPAPORT, assistant art director, Elwood J. Robinson & Co., L. A., to Anderson-McConnell Adv., that city, as art director.

IRVING W. LANDER, vice president-general manager of West Adams Nurseries & Florists, L. A., opens Irving W. Lander Adv., 1605 Cahuenga Blvd., that city.

JOAN HOFFMAN, copy chief, Carson-Roberts Inc., L. A., to Stiller-Rouse & Assoc., that city, as account executive.

ROBERT G. CRIAR, Maxon Inc., N. Y., to Kenyon & Eckhardt, same city, as program supervisor and commercial producer in radio-TV department.

IRVING GOULD, Leonard Fellman & Assoc., Phila., to Lavenson Bureau of Adv., that city, as art director.

MRS. ROBERT B. CARLSON, Ruthrauff & Ryan, Chicago, to copy staff of Erwin, Wasey & Co., L. A.

NEIL O'BRIEN, Kenyon & Eckhardt, N. Y., to Lennen & Mitchell, same city, in radio and television copy department.

ELAINE REED appointed radio-TV director and account executive of Reilly, Brown & Willard, Boston.

DICK BEYER, freelance art director, joins Grant Adv., N. Y., in same capacity.

ROBERT TAYLOR, art director, N. W. Ayer & Son, Chicago, to J. Walter Thompson Co., that city, in same capacity.

GLENN Adv., Fort Worth, Tex., relocates at 600 Bailey Ave., that city.

ABNER H. HARRIS, Ideas Adv., N. Y., to Arthur B. Kaplan Co., that city, as general manager.

PAUL RICKER to E. H. Brown Adv. Co., Chicago, as member of agricultural research staff.

G. S. BOND and THOMAS J. HARRIS have formed Harris & Bond Inc., Chicago. Mr. Harris retired from Hamilton Adv., same city, last Dec. Mr. Bond is former executive vice president of Hamilton.

RICHARD J. KRENEK to McCann-Erickson, Chicago, as sales promotion manager. He is former advertising manager of Mickel-Berry Food Products.

CAKE EATERS at the celebration marking the fifth anniversary of WPTZ (TV) Philadelphia's *Television Kitchen*, sponsored by Philadelphia Electric Co., are (l to r): George E. Whitwell, vice president in charge of sales for the utility; Florence Hanford, Philadelphia Electric home economist who conducts program, and Ernest B. Loveman, vice president-general manager of WPTZ. Reddi-Kilowatt helps Miss Hanford serve birthday cake. *Television Kitchen*, seen 2-2:30 p.m. Saturday, pulls as many as 6,000 requests for recipes with single announcement.

WMAL-TV offers an unbeatable combination for attracting and SELLING the D. C. TV audience . . . the family audience with $2,000 more per annum to spend than the national average.* Dominant in local live originations, WMAL-TV assures PEAK RETURNS from its choice availabilities.

*** U. S. Census, 1950**

Call or Wire the KATZ AGENCY, Inc.

WMAL-TV WMAL-FM

The Evening Star Stations, Washington, D. C.

Strictly Business

(Continued from page 18)

either radio or TV we somehow manage to get displays and merchandising cooperation from the retail trade on whatever product is being advertised. Success is almost automatic thereafter."

In fact, merchandising "the advertising to everyone, including salesmen, dealers and consumers" is a big part of Mr. Leland's job. And, he keeps his finger on the local pulse by "insisting upon maximum merchandising support from all radio and TV stations we are using."

This follow-through is perhaps what makes Mr. Leland effective in his post for Armour. That, and his "personal philosophy": A mixture of "the greatest good for the greatest number" and the "Golden Rule." He reflects, "the only time my conscience bothers me is when the two principles are in conflict."

Mr. Leland was born May 30, 1908, at Ottawa, Ill., and lived his first two years of his life in Cucamonga, Calif., "the town made famous by Jack Benny." Mr. Leland's father operated an "orange ranch" there. After study at Stanford U., where he majored in economics, Mr. Leland, upon graduation in 1930, worked in a Los Angeles bond company. Returning to Illinois, he spent the next eight years with a "small town agency," then joined O-Cedar Corp., Chicago, as assistant advertising and sales promotion manager.

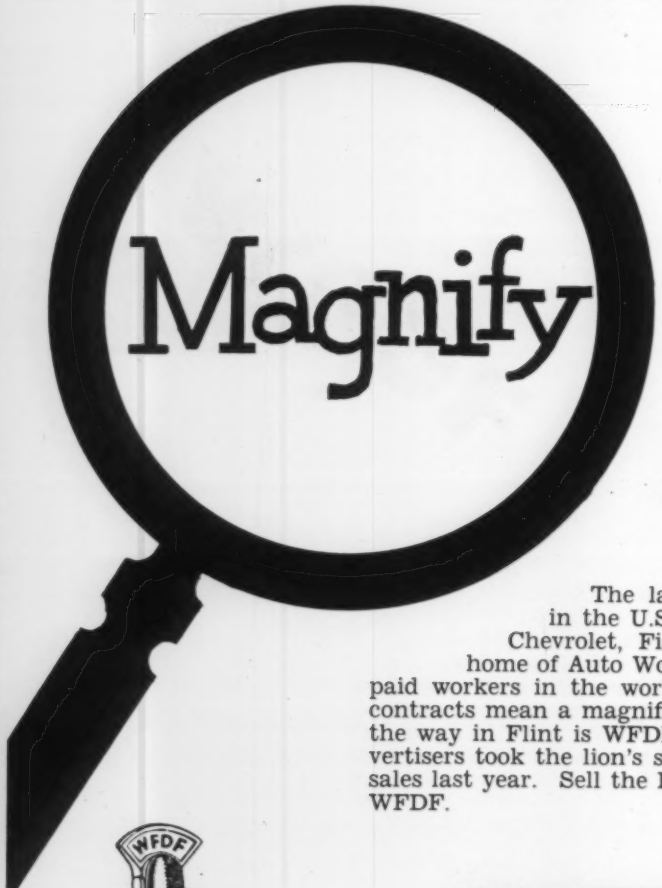
His association with Armour started in 1947, spending four years in the household department where he promoted and advertised Dial and Chiffon, learning fundamentals of the business from package design and merchandising to trade publicity and radio. Then, he was promoted to his present position.

Mr. Leland says his "pet peeve" is "wishful thinking that makes some advertisers believe that brand loyalty is greater than it is." He gets greatest satisfaction from increased sales figures resulting from the sales force liking the advertising program and taking advantage of it.

He's "an avid radio listener, an intent TV viewer and an erratic golfer." He is a member of Theta Delta Chi, belongs to a few business associations and makes his home in Palos Heights, a small suburb southwest of Chicago, with his wife, two sons and a daughter.

FTC Studies Ads

TOTAL of 921 radio and periodical advertisements were set aside for further study by operating divisions of the Federal Trade Commission during February. Of that total, 559 were referred to the Bureau of Antideceptive Practices, 333 to the Bureau of Industry Cooperation and 29 to the general counsel's office.



your sales... sell the rich Flint Market

The largest General Motors Plant City in the U.S.—home of Buick, AC; with huge Chevrolet, Fisher Body, and DuPont plants—home of Auto Workers and Mechanics, the highest-paid workers in the world—that's Flint! And big defense contracts mean a magnified, expanding economy. Leading the way in Flint is WFDF, Flint's first station,* whose advertisers took the lion's share of over $300,000,000 in retail sales last year. Sell the Rich Flint Market *for sure* — over WFDF.

**See your Hooper!*

910 Kilocycles

WFDF FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY

One of America's Pioneer stations—now in our 30th year! Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville.

REPRESENTED NATIONALLY BY THE KATZ AGENCY

book reviews . . .

POPULATION AND ITS DISTRIBUTION. Seventh Edition 1951. Compiled by J. Walter Thompson Co. McGraw-Hill Book Co., 330 W. 42d St., New York 36. 428 pp. $15.

FIRST issued in 1912 on the basis of 1910 census figures, this book has followed demand and has been published in successive editions after each decennial census. This issue, the seventh edition, is completely revised and based on 1950 census figures.

In compiling this edition, J. Walter Thompson Co. has incorporated additional basic tables. The preface points out that "markets are no longer thought of in terms of city size alone, but are considered in terms of the central city and surrounding territory dominated by it." Thus, JWT presents 162 metropolitan markets and 436 smaller urban markets, accounting for 70.2% of the population and 77.8% of the nation's total retail sales.

As stated by JWT, the edition attempts to make available the "cream of the facts" released by the Bureau of the Census in one volume. Chapters deal with background and trends, the "who and how" of the census, breakdowns and summaries and classification material on the census.

* * *

TODAY'S SCIENCE AND YOU by Lynn Poole. Whittlesey House, a division of the McGraw-Hill Book Co., 330 W. 42d St., New York 18, 208 pp.; $2.75.

WHAT is an isotope? Is there a science in art? Answers to these and other questions are discussed in this work by Lynn Poole, producer of the *Johns Hopkins TV Science Review*, presented over DuMont Television Network.

Like the educational science program, the book uses the laymen's language. As such, it discusses more than a dozen topics which ordinarily are beyond the average reader's technical vocabulary.

In acknowledgments, Mr. Poole pays tribute to WAAM (TV) Baltimore, from which the DuMont series originates.

* * *

THE RADIO AMATEUR'S HANDBOOK. Twenty-Ninth Edition. By headquarters staff of American Radio League, West Hartford, Conn., also publisher. 784 pp. $3 in U. S. and possessions, $4 elsewhere.

THIS 29th edition of the *Handbook*, the standard manual of amateur radio communication, brings up to date technical aids needed in radio construction, reference work and in class or home study. The book includes a catalog section and a 13-page topical index. There are 1,202 illustrations, including 93 charts and tables in addition to 459 tube base diagrams and 85 basic formulas.

WTCN
RADIO—TELEVISION—FREQUENCY MODULATION
ALIVE to our Community Responsibilities
ALERT to new opportunities for Service to Advertisers
Town Crier of the Northwest MINNEAPOLIS—ST. PAUL
RADIO . . . ABC • TELEVISION . . . ABC, CBS, DUMONT • FREE & PETERS, Representatives
"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

NOW! READY TO MAKE HAY AND MONEY FOR WORLD-AFFILIATES!

SPARKLING

JUDY CANOVA

Invites you to

"COUNTRY FAIR"

A FUN-FILLED HALF-HOUR MUSICAL-VARIETY SHOW!

With An All-Star Cast . . . Country Music and Folk Songs . . . Prize Winning Recipes, Homespun Philosophies and Humorous Stories!

VARIETY!

MUSIC!

DANCING!

COMEDY!

All the **EXCITEMENT** of a Fair!

The fun, frolic and gaiety that attract millions of people to fairs from coast to coast are incorporated in this entertainment-packed show . . . with the famous Judy Canova reigning as queen of hilarity!

TWO, NEW, TIMELY MONEY-MAKERS!

THE BASEBALL PROGRAM THAT WILL SCORE FOR MORE SALES!

"GET A HIT"

a series of half-hour programs featuring local scores and predictions by a local personality . . . in addition to thrilling and memorable highlights of past and present baseball seasons.

THIS IS THE BIG ELECTION YEAR . . . AND THIS IS THE SHOW TO LEAD ALL SALES!

"THE PEOPLE CHOOSE"

a thrilling series of 13 half-hour programs preceding the national conventions in July . . . recreating great presidential campaigns of the past.

AT THE N.A.R.T.B. CONVENTION . . . WORLD POINTS

ANOTHER SMASHING SALEABLE FIRST!
A FESTIVAL OF FUN FOR EVERYONE!
Prize-winning
RECIPES
By Judy herself . . . recipes that will make your mouth water . . . favorite dishes that please her maw and paw and fatten up the hands around the place!
Good Ole Mountain
MUSIC
By Zeb Carver and his Country Cut-ups, the Cass County Boys, the Midway Serenaders, Jimmy Atkins and his boys . . . all swinging away with hoe-down and square dance numbers to set feet a'dancin'!
Heart-warming, Appealing
SINGING
By Cindy Lou Walker, Ernest Tubb, the Fontane Sisters, the Jubilaires, Terrea Lea . . . all in a variety of tuneful, tearful, winsome songs and novelties!
Homespun, Humorous
PHILOSOPHIES AND STORIES
By Judy on such subjects as romance, happiness, music, marriage and many others . . . anecdotes about the country folks in her large, flourishing family!
The "Country Fair"
BARKER
Your local announcer . . . presenting high spots of entertainment . . . portraying your COMMERCIAL MESSAGES in the same style and character of the midway barker!
Save Money! Make Money With WORLD . . .
THE ONLY ALL-PURPOSE LOCAL SALES SERVICE
offering • Local Personality Shows • Signatures and Production Aids • Dramatic and Musical Features • Commercial Jingles • Special Seasonal Campaigns and Holiday Features • World Stars • Variety and Musical Programs • Special Campaigns
WORLD
SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
An Affiliate of The Frederic W. Ziv Company
488 Madison Avenue, New York 22, New York
CINCINNATI
HOLLYWOOD
THE WAY IN ROOM 501, CONRAD HILTON HOTEL!

Calling all Scotch time buyers!

It's smart to be thrifty these days—especially with advertising money. That's why time buyers who watch every penny go for WITH in Baltimore!

Every dollar you spend on WITH does a big, *big* job. At WITH's *low* rates . . . with WITH's *big* audience . . . you get more *buying* listeners-per-dollar than from any other TV or radio station in town.

Here's proof: *WITH regularly carries the advertising of twice as many local merchants as any other station in town.*

For just one good reason—WITH produces *low-cost results!* Get the whole WITH story from your Forjoe man today!

W-I-T-H

IN BALTIMORE

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

VOL. 42, No. 13 MARCH 31, 1952

30TH NARTB CONVENTION

Opens on More Harmonious Note

By J. FRANK BEATTY

THE 30th annual convention of NARTB, opening formally Monday, March 31, at the Conrad Hilton Hotel, Chicago, will concentrate on ways of making broadcasting and telecasting more efficient advertising media. The annual Engineering Conference runs concurrently with the management program (see engineering agenda page 38).

For the first time in years the convention opens without a major internal feud within the NARTB. Completely reorganized last year as President Harold E. Fellows assumed direction, the association enters its annual convention week in a spirit of organizational unity.

Every facet of broadcast and telecast advertising and programming will be explored in a series of workshop meetings starting this (Monday) morning and continuing through Wednesday evening. Major speeches will be delivered by FCC Chairman Paul Walker, his first since assuming the chairmanship and coming on the eve of the TV thaw; Mr. Fellows, and Henry H. Fowler, administrator, National Production Authority.

The usual series of side meetings ranged from weekend committee sessions to the Radio Pioneers Dinner Tuesday evening. Two portions of the agenda will focus on the job of maintaining radio's position in the media world. They are the Broadcast Advertising Bureau two-hour meeting, starting Monday at 2 p.m., and the all-radio Affiliates Committee meeting that follows immediately at 4 p.m. (see separate BAB program story page 31.)

BAB will unveil a half-dozen new services for broadcasters, according to President William B. Ryan. The Affiliates Committee, formed at the 1951 convention, will hear a report on committee proposals to meet the problem of rate-setting by major advertisers. The committee also has called on affiliates to keep a strong bargaining position with their networks in regard to rates.

The range of topics to be discussed includes discussions on critical materials, politics and broadcasting, management, FM promotion, TV operations, audience promotion and the TV Code.

A high spot of the final program Wednesday afternoon will be a debate between two outstanding jurists on the question of broadcast and telecast pickups of Congressional hearings and judicial proceedings. Debaters will be James M. Landis, in favor of radio-TV coverage, with Louis Waldman taking the negative side.

Judge Justin Miller, NARTB board chairman and general counsel, will give the introductory address at the television business meeting at 10 a.m. Monday. Robert D. Swezey, WDSU-TV New Orleans, chairman of the NARTB Television Board, will follow and present Thad H. Brown Jr., NARTB TV director-counsel, who will report on NARTB work.

Concurrently an FM business meeting will be held with Ben Strouse, WWDC-FM Washington, presiding as chairman of the NARTB FM Committee and FM director-at-large.

Latest Advances Shown

The displays of equipment and radio-TV services are found in Exhibition Hall, in the lower lobby of the Conrad Hilton, and in fifth floor sample rooms. Special interest has developed in the transcription and program services due to expansion of this phase of programming during a period of network rate adjustments. A number of new types of equipment, including UHF gear and Klystron tubes, will be shown broadcasters and telecasters for the first time. BMI and NARTB are staging a joint exhibit of rare historical documents. This display is found in the lower lobby.

Feature of the lower lobby exhibits will be a Roaring Twenties Buffet scheduled Monday noon. Carrying out the 30-year convention theme will be a special presentation to NARTB (NAB) founders scheduled at the Tuesday luncheon.

Final details of convention planning were completed last week by the special NARTB board committee of which James D. Shouse, WLW Cincinnati, is chairman. Other committee members are Merrill Lindsay, WSOY Decatur, Ill.; George B. Storer, Fort Industry stations, and Harold Wheelahan, WSMB New Orleans.

Robert K. Richards, NARTB public affairs director, is in charge of convention programming. C. E. Arney Jr., secretary-treasurer, is handling overall convention arrangements. Registration is in charge of William L. Walker, NARTB auditor.

Thirteen directors start new terms on the NARTB Radio Board with the 1952 convention. The entire Television Board expires as the convention opens, with a new board to be elected this (Monday)

(Continued on page 174)

The Network Problem . . . . . AN EDITORIAL

EVENTS during the past year—notably since the 1951 NARTB convention—make it crystal clear that organic changes are occurring in our broadcast economy. These events now add up to the stunning question:

Is the network, as we have known it, becoming obsolete?

This applies equally to radio and to television, for television picks up precisely where radio left off. Efforts to seal off one medium from the other are futile.

Heretofore, the economic lines were clearly drawn. Without the network, radio's growth would have been stunted. Today radio stands in the forefront of media. In a few short years it achieved the prestige and force that entailed generations for other arts and industries. The press, for example.

The first network (NBC) was created to develop a market for radio receivers. Programs had to originate in talent centers. Recordings were of poor quality and carried a stigma. Good programming entailed use of wire lines for simultaneous release.

The original network concept was to provide commercial and sustaining programs of high quality and in balance. It was a good deal for network and affiliate. Of radio, David Sarnoff once said: "The richest man cannot buy for himself what the poorest man gets free by radio."

So without the network radio in this country might have gone the way of the so-called British system of government monopoly. Radio developed dramatically—except in one sphere—rate-making. Rates didn't keep pace with circulation. The medium didn't know its own strength. National non - network (spot) emerged following network. Local business was always there. But network dominated.

Then came the new era. Television, after a false commercial start in 1939, thundered into the advertising scene after V-J Day (it is now showing first signs of softness at the network level, due primarily to difficulties in station clearance—this itself symptomatic of the new approach to networks). The disquieting effect spread to all media, but radio, which hadn't tended to its rate structure, caught it first and hardest—again at the network level, as national spot and local business continued to hold up.

Meanwhile, there were other evolutionary changes that preceded the TV era. Networks engaged in a brutal talent war. The quality of transcriptions improved. Networks, which abhorred recorded programs, began to use transcriptions. Came tape. Programming syndicates emerged, retaining top talent. The "recorded" stigma vanished. The network co-op proved a new and profitable innovation.

The business of network operation became more and more expensive. Talent wars led to

(Continued on page 28)

The Network Problem

(Continued from page 27)

concealed rate wars. The networks no longer made any pretense of supplying that equitable balance between high-class sustaining and commercial programs, except in the public service field, where constant improvement is evident. Stations leaned more and more toward spot and local business—the latter the potent bread-winner for many. The networks are hard put to make network operations, *per se*, pay off; they claim their major earnings are from owned-and-operated stations.

When advertisers began to beat the drums for rate "adjustments" a couple of years ago, the first real discord developed. It continues today. It will be the hot issue at NARTB. All sorts of packages are conjured up, i.e., the General Mills effort to buy saturation campaigns at about 27% of card. So far it appears it isn't getting far with top stations in major markets. It may be signing stations, but not nearly as many top stations as it wants. General Mills, an anchor account, has made millions for Wheaties and other products through judicious network and spot buying. It will continue to buy at card rates if top stations hold fast.

Deals breed more deals. If it's done in network, it inevitably will spread to spot. One big representative, it's reported, offered a national network account nighttime at daytime rates, with guaranteed clearance.

So the complexion of the business is changing. The old-line network method of doing business is evaporating. More and more the trend is toward "ad hoc" networks, tailored to fit the advertiser's requirements. "Ad hoc" means "for this case alone"; "special."

The day may not be distant when the network, for a fee, will provide something analogous to press association service—i.e. a radio or television pickup of a presidential address, or other special event. Or it will sell syndicated services tailored "ad hoc" to fit the advertiser's distribution and pocketbook.

In TV, perforce, it already is going that way. NBC and CBS have set up film syndicates to supplement network operation. Ziv, United Television Programs, are in the field, as are others. Top executives predict that perhaps 80% of TV programming eventually will be on film, on the ground that it's better, destined to be cheaper, and provides market selectivity and simultaneous transmission without regard to time zones.

Costs augur that way too. Leased lines for a given radio network for 18 hours a day run $1 million a year. The equivalent TV network would cost $12 million for cables or micro-wave relay.

Important in this over-all picture is ultimate network ownership. ABC-United Paramount leads the way with its planned fusion, now in tortured hearings before the FCC. Public policy questions are drawn into this proceeding, but few doubt eventual approval. ABC hopes it can survive the ordeal of waiting for the FCC to act. Once the merger is approved, it may be only a question of time before other movie production or exhibition companies contrive to buy into or develop other radio-TV operations. There is an evident mutuality of interest. Competition may make it attractive both ways.

Out of this mosaic of events, one reaches the inescapable conclusion that the broadcast media are in the throes of an economic revolution. There will always be networks. But their complexion, their structures and their ownerships may change. Methods of doing business will change. When the business of operating networks, as we know them today, becomes unprofitable, networks, as we know them today, will disappear. The transition already is in process.

One thing is certain. Radio cannot survive a descent to the bargain basement. It's far better to double the rates and do half the business than to sell at what the traffic will bear, and cut rates or add discounts whenever a bargain-hunting advertiser threatens to pull out.

Broadcasters, in both radio and TV, must deal with realities. The emotion over television gradually is disappearing. It's a medium that's here to stay. Radio is here to stay, without the necessity of resorting to gimmicks and schemes which destroy the sanctity of the rate-card.

There has never been a time when the need for business statesmanship was more evident. There'll be plenty of opportunity to display it in Chicago this week.

DRY BILL DEAD

Vote of 7 to 6 Kills Bill

A SUDDEN death was voted the Johnson-Case "dry" bill to bar liquor advertising from radio and television last Wednesday by the full Senate Interstate & Foreign Commerce Committee [B•T, March 24].

Vote in closed session was 7 to 6 against a motion to report the bill (S 2444) to the Senate floor. There is no possibility that the issue can be revived in the upper chamber unless a new measure is introduced.

Aimed as a so-called "preventive" measure, the Johnson-Case bill was regarded in broadcast circles as discriminatory and as a first step by the "drys" to wage a new campaign to bar all alcoholic beverage advertising from the airwaves.

It was the first bill of its kind to have been introduced in the Congress. Heretofore, similar measures had been proposed to place a ban on beer and wine in addition to liquor in all interstate advertising.

NARTB President Harold E. Fellows, who had testified against the bill, expressed "satisfaction" that S 2444 was defeated. Mr. Fellows noted the bill was "unnecessary, highly discriminatory to the broadcast media and tended to confuse the various government bodies concerned with the regulation of broadcasting."

Mr. Fellows added that its passage could have encouraged other special interest groups to press for restrictive legislation against the advertising of other products and that "broadcasters are fully cognizant of the problem and of their own volition, ban the advertising of distilled spirits over both radio and television."

Co-authors of the bill were the committee's chairman, Sen. Ed C. Johnson (D-Col.) and Sen. Francis Case (R-S. D.).

The measure was introduced in the Senate early in the session [B•T, Jan. 21 et seq.]. Printings of the hearings were made available to committee members early in March and Sen. Johnson immediately scheduled the bill on the commerce group's agenda.

During extensive hearings on the bill earlier in the year [B•T, Feb. 11, 4], representatives of broadcasters, advertisers and beer, wine and liquor companies attacked the measure.

High interest had been expressed in the bill because of its coincidence with a national election year.

Our Headquarters

HEADQUARTERS of the BROADCASTING • TELECASTING delegation at the NARTB convention is in Suite 1205-1206-1207 of the Conrad Hilton Hotel. Delegation comprises: Sol Taishoff, Maury Long, S. J. Paul, Winfield R. Levi, Kenneth Cowan, Art King, Ed James, Rufus Crater, Frank Beatty, Bill Shaw, Jane Pinkerton and Gladys Hall.

JAS. McCONNELL

Is Named Blair V.P.

JAMES V. McCONNELL, resigning as director of NBC National Spot Sales [B•T, March 24], will join John Blair & Co May 1 as vice president, Chairman John Blair is to announce today (Monday).

Mr. McConnell

His principal responsibility, Mr. Blair said, will be to work with radio stations represented by John Blair & Co. and also the television stations represented by Blair-TV, on all operational policy matters dealing with national selling.

With NBC for approximately 21 years and identified for most of that time with spot sales operations, Mr. McConnell is credited with developing the first spot rate card used by an NBC-owned station and taking key role in behalf of simplified spot rate structures.

Blair spokesmen also noted that he had "pioneered the adoption of workable operational standards at the spot sales level and was largely responsible for the creation of the original NBC policy statements."

For many years he served on the NARTB Sales Manager's Executive Committee. Before joining NBC, he had several years' experience in various agencies.

Addition of Mr. McConnell was described by Mr. Blair as another move in continuing expansion of the Blair organization, which has included New York, Chicago, Dallas, Detroit and Los Angeles.

ADVERTISER ACTIVITY

Radio-TV Spurt Seen

By FLORENCE SMALL

MAJOR action persists along advertising row with at least seven front-line advertisers figuring significantly in moves last week.

Lever Brothers, one of the powerhouses of the industry, increased its NBC-TV daytime show from three to five times weekly and bought, on CBS Radio and CBS-TV, an approximately $4 million radio-TV package in alignment with Pillsbury Mills, which will spend an equal amount on the CBS networks.

Effective today, Lever's *Hawkins Falls* increases from three to five times weekly, 5-5:15 p.m. on NBC-TV, through N. W. Ayer & Son.

In a spectacular deal with Pillsbury Mills, Lever lined up sponsorship of the last quarter-hour, five times weekly, of Pillsbury's *Houseparty With Linkletter* on CBS Radio, 3:15-45 p.m., effective May 5. In addition, both Lever and Pillsbury will sponsor four quarter-hours, respectively, of the TV version, slated to start Sept. 1 on CBS-TV (Monday through Thursday).

The television show will probably go on the air before the radio show and will be taped for the broadcast. Lever Brothers cancelled its *Joyce Jordan* on ABC radio.

Meanwhile, Pillsbury Mills, in addition to retaining the first quarter-hour of *Houseparty* on both CBS Radio and CBS-TV, will sponsor effective Sept. 1, an additional quarter-hour of *Arthur Godfrey Time*, also on CBS-TV, four times weekly. The program is currently sponsored by Lever Brothers from 10:15-30 a.m. and effective in the fall will extend from 10:30-45 a.m.

CONVENTION IN A NUTSHELL

(See complete agenda page 8)

Monday
- 10 a.m.—TV business session
- 10 a.m.—FM business session
- 12 noon—Roaring Twenties Buffet
- 1:45 p.m.—Call to order
- 2 p.m.—Broadcast Advertising Bureau
- 4 p.m.—All-Radio Affiliates Committee

Tuesday
- 10 a.m.—Signs of the Times
- 12:30 p.m.—Luncheon address by Harold E. Fellows
- 2:30 p.m.—Workshop sessions
- 7 p.m.—Radio Pioneers Dinner

Wednesday
- 9:30 a.m.—Television Management
- 10:30 a.m.—Confession session
- 12:30—Luncheon address by Paul A. Walker, FCC Chairman
- 2:30 p.m.—The Television Code
- 3:30 p.m.—Public Hearings, debate
- 7 p.m.—Annual banquet

four times weekly for Pillsbury.

Charles Antell Inc., through Television Production Assoc., New York and Baltimore, is currently negotiating with Mutual Broadcasting System for possibly taking over a complete radio package involving four half-hour and one hour-long MGM Radio Attractions programs on the network, plus two quarter-hour daytime shows with its own format. Mutual is currently trying to clear the stations on the two quarter-hour daytime strips. The entire deal was said to hinge upon station clearances, which had not been sufficiently obtained late last week.

Regent Cigarettes, through its newly appointed agency, Hilton & Riggio, New York, effective April 6 cancels its alternate sponsorship of *Cameo Theatre* on NBC-TV (Sunday, 10:30-11 p.m.) and will put its entire TV budget into the early morning *Today* show on 31 NBC-TV stations, for sponsorship of three five-minute segments of the program (Mon. through Fri., 7-9 a.m. EST and CST). The Sunday 10:30-11 p.m. time reverts from the network to the stations.

Hazel Bishop Inc., which 10 days ago was the forerunner in abandoning *Cameo Theatre* [B•T, March 24], starts Wednesday with a new half-hour dramatic show titled *I Confess*, based on true romances, in the 10-10:30 p.m. Wednesday time on NBC-TV. The advertiser, through Raymond Spector Co., New York, is also considering taking over the Milton Berle summer time, Tuesday on NBC-TV, just as it did last year with its Freddy Martin show.

Lucky Strike Plan

American Tobacco Co. (Lucky Strike Cigarettes), through BBDO, New York, has decided to retain its alternate-week sponsorship of the Monday 9:30-10:30 p.m. time on NBC-TV during the hot weather, using a summer version of *Robert Montgomery Presents*. Negotiations are currently under way for S. C. Johnson & Son, Chicago (the alternate sponsor), also to continue during the summer. Two of the program hours will revert back to the network during July for the political convention coverage, so that it is almost certain that the wax company will go along for the remaining summer shows.

Two other TV shows sponsored by American Tobacco, *Hit Parade*, on NBC-TV and *This Is Show Business* on CBS-TV, will have summer formats.

Carter Products Co., through SSC&B and Ted Bates, both in New York, will continue with its television show, *City Hospital*, moving to CBS-TV [B•T, March 17], *Crime Photographer* on CBS-TV and Drew Pearson on ABC radio, but will extend its spot schedule to supplement and support its network shows. The radio spot campaign will begin about mid-April and run for 26 weeks, through Ted Bates.

NARTB SIDE MEETINGS

Sunday, March 30
- Lunch, BMI Board, Room PD1
- Lunch, Council on Radio & TV Journalism, Room PD4
- Lunch, BAB Board, North Ballroom Assembly
- 2-4 p.m., NBC-TV Affiliates, Room PD2

Monday, March 31
- 9-11, BAB State Membership Chairmen, Room PD1
- Noon, BMI lunch for State Association presidents, North Ballroom Assembly
- Noon, lunch, Affiliates Committee, Room PD5
- Afternoon—TV Code Review Board
- 4 p.m., Affiliates Committee subscribers, South Ballroom
- Dinner, Good Music Stations, Room PD4

Tuesday, April 1
- 8 a.m., All-Industry ASCAP meeting, Room PD2
- 4:30 p.m., Clear Channel Broadcasting Service, PD1
- Radio Pioneers Dinner

Wednesday, April 2
- 12 noon, Broadcast Advertising Measurement Board, Room PD5

Thursday, April 3
- 10 a.m., TV Code Review Board, PD12
- 10 a.m., Recording & Reproducing Standards Committee, Room PD5

NETWORK RATES

Madison Ave. Still Jittery

MINDFUL of what happened just a year ago when the rate "adjustment" controversy was kicked off at the NARTB convention, the atmosphere around New York's Madison Ave. last week reflected concern over what "surprise" might come this year.

From network circles came uniform denials of any imminent rate adjustments. But it was relatively easy to hear at one network that another planned to introduce a "transition" rate for choice early evening time, at, say, 66 2/3% of the Class A rate.

For weeks, the great Madison Ave. debate in the network sphere has been: "When will rate adjustments stop." In one responsible quarter, which can't be quoted, the view was advanced that there will be no network rate peace until "nighttime rates equal daytime rates," or stated another way, until there is what amounts to a single rate card all day long.

When that will come—if it ever does — isn't predicted, though there's the feeling there will be no stabilization of rate structures, networkwise, until 1953.

Procter & Gamble, radio's heaviest timebuyer and one of the chief protagonists in the latest drive on radio time charges, still had not decided late last week on renewal or non-renewal of three early evening strips on CBS Radio: Lowell Thomas, *The Beulah Show* and *The Tide Show*, now heard in successive quarter-hours from 6:45 to 7:30 p.m. and representing, in 1951, more than $3.5 million in gross billings for the network.

When P&G officials will make up their minds was unpredictable, though it was known they hope to do so as quickly as possible. Deadline, however, does not fall until June 1, since present contracts extend to July 1.

Reports were heard that CBS Radio had confronted P&G's demands for lower nighttime rate with a counter-offer to expand its "transition rate" period — which now applies to stations broadcasting on current New York time from 6-6:30 p.m. and to Pacific Coast stations from 10-10:30 p.m., and amounts to two-thirds of the nighttime rate—to include the time up to 7:30 p.m., which would embrace the three shows in question.

There is no network service in the other quarter-hour which would be encompassed in any such expansion.

These reports brought a "no comment" from P&G officials and a firm denial from network authorities, however.

Extent of success being met by another major radio advertiser, General Mills, in its efforts to place saturation summer spot campaigns in predominantly Class A time at one-half the one-time daytime rate could not be exactly determined.

There were reports that General Mills' agency on the over-$250,000 spot campaign, Knox Reeves Adv., Minneapolis, was encountering resistance among most major stations except for some outlets owned by networks. The agency was understood to have put two men on the road to sell the plan to stations.

It was reported, but not confirmed, that ABC was accepting the offer for some of its owned stations.

It was known that CBS Radio had been approached, but an official said the situation apparently remained unchanged from earlier this month when it was said that CBS Radio insisted that General Mills meet the terms of the special "Summer Saturation" spot announcement rate plan available to all advertisers for CBS-owned radio stations [B•T, March 10].

This CBS Radio plan for its O&O stations offers the usual discounts on one-minute spot announcements, plus a 16½% discount if the advertiser uses a minimum of 500 spot announcements per station during the summer. General Mills apparently had not responded to this.

Officials of the NBC Owned-and-Operated Stations Department said they had rejected the General Mills plan as "unacceptable."

General Mills, it was understood,

(Continued on page 175)

Advance NARTB Registration

MANAGEMENT CONFERENCE

A

Akerberg, Herbert, CBS New York.
Aldridge, Mahlon R., KFRU Columbia, Mo.
Alexander, John, KODY North Platte, Neb.
Allen, John, WTVJ Miami, Fla.
Alvarez, Helen, KOTV Tulsa, Okla.
Andrus, John R., Muzak Corp. New York.
Arney, C. E. Jr., NARTB Washington, D. C.
Arnoux, Campbell, WTAR Norfolk, Va.
Atteberry, Ellis, KCOL Ft. Collins, Col.
Avery, Gaylord, KOWH Omaha, Neb.

B

Baker, Kenneth H., Standard Audit & Measurement, New York.
Baker, Raymond W., WSAL Logansport, Ind.
Baker, R. Karl, WLDS Jacksonville, Ill.
Balaban, Burt, Paramount TV New York.
Baldwin, O. Keith, WERE Cleveland, Ohio.
Balling, Alfred, WHAM Rochester, N. Y.
Baltin, Will, Screen Gems Inc. New York.
Banks, Bert, WTBC Tuscaloosa, Ala.
Banyon, Willard J., WHFB Benton Harbor, Mich.
Barbet, Sydney, TV Adv. Assoc. Baltimore, Md.
Barnard, Bruce, Jr., KROD El Paso, Tex.
Barnes, Tom, WDAY Fargo, N. D.
Bartlett, Paul R., KFRE Fresno, Calif.
Barton, T. K., KARK Little Rock, Ark.
Batson, Charles A., WIS Columbia, S. C.
Baughn, Edward F., WPAG Ann Arbor, Mich.
Baylor, Ben. B. Jr., WMAL Washington, D. C.
Beard, Fred L., WJDX Jackson, Miss.
Beatty, J. Frank, Broadcasting • Telecasting, Washington
Beaver, C. K., WHHM Memphis, Tenn.
Bell, Howard H., NARTB Washington, D. C.
Bennett, David J., WKBO Harrisburg, Pa.
Berkeley, Kenneth H., WMAL Washington, D. C.
Bernard, Joe, KOMA Oklahoma City, Okla.
Berry, Gilbert, WIBC Indianapolis, Ind.
Betts, Floyd G., KPAC Port Arthur, Tex.
Betts, J. W. WFTM Maysville, Ky.
Bill, Howard G., WDZ Decatur, Ill.
Billings, Ford, WAJR Morgantown, W. Va.
Bishop, Burton, KTEM Temple, Tex.
Bishop, Frank, KFEL Denver, Col.
Blackman, E. G., WLAC Nashville, Tenn.
Blair, John P. John Blair & Co. New York.
Bliss, C. Everett, KCIM Carroll, Iowa.
Bloom, Joseph, WDXB New York.
Blume, Jack P., Fly, Shuebruk & Blume, New York.
Boice, Hugh K., Jr., WEMP Milwaukee, Wis.
Boler, John W., KCJB Minot, N. D.
Bondeson, John, WKTY LaCrosse, Wis.
Bondurant, Hale, KFBI Wichita, Kan.
Bonebrake, Matthew, KOCY Oklahoma City, Okla.
Booth, John S., WCHA Chambersburg, Pa.
Borel, Richard A., WBNS Columbus, Ohio.
Bowden, J. L., WKBN Youngstown, Ohio.
Bowles, R. L., WFTL Ft. Lauderdale, Fla.
Bowry, Walter A. Jr., WTVR Richmond, Va.
Boyd, G. F., WPAY Portsmouth, Ohio.
Boyle, John H., WAVE-TV Louisville, Ky.
Brandt, Otto, KING Seattle, Wash.
Bratton, Verl, WKTY LaCrosse, Wis.
Brechner, Joseph L., WGAY Silver Spring, Md.
Breen, Edward, KVFD Ft. Dodge, Iowa.
Bremer, Frank V., WATV (TV) Newark, N. J.
Brennan, Robert A., WMRI Marion, Ind.
Bridges, Loren F., KTIS Minneapolis, Minn.
Brooks, Emmett, WEBJ Brewton, Ala.
Brown, R. M., KPOJ Portland, Ore.
Brown, Thad H., NARTB Washington, D. C.
Brown, Walberg L., WDOK Cleveland, Ohio.
Buckley, Richard D., John Blair & Co., New York.
Buckley, Tom, WAAA Winston-Salem, N. C.
Buford, Lucille, KGKB Tyler, Tex.
Bullitt, Mrs. A. Scott, KING Seattle, Wash.
Burbach, George M., KSD St. Louis, Mo.
Burda, Orville, F., KDIX Dickinson, N. D.
Burke, Eugene L., Attorney Washington, D. C.
Burke, Harry, KFAB Omaha, Nebr.
Burnett, Dick, WSOO Sault Ste. Marie, Mich.
Burow, Robert J., WDAN Danville, Ill.

C

Caldwell, James, WAVE Louisville, Ky.
Caldwell, Spence, S. W. Caldwell Toronto, Ontario.
Caley, Charles C., WMBD Peoria, Ill.
Callanan, J. Vincent, WNHC New Haven, Conn.
Campbell, A. Hartwell, WGTC Greenville, N. C.
Campbell, Marianne B., WJEH Gallipolis, Ohio.
Campbell, Martin B., WFAA-TV Dallas, Texas.
Carman, Frank C., KUTA Salt Lake City, Utah.
Carpenter, H. K., WHK Cleveland, Ohio.
Carr, Eugene, WPAY Portsmouth, Ohio.
Carson, H. R., All-Canada Radio Facilities, Calgary, Canada.
Carson, Joe, WMOX Meridian, Miss.
Carter, Ken, WAAM (TV) Baltimore, Md.
Carter, W. W., Jr., WTRY Troy, N. Y.
Cashman, MaryVan, WQBC Vicksburg, Miss.
Casper, Cy, WBBZ Ponca City, Okla.
Cassel, T. K., WDAD Indiana, Pa.
Chandler, George C., WJOR Vancouver, Canada.
Chatterton, C. O., KWLK Longview, Wash.
Chennault, Gene, KYNO Fresno, Calif.
Chernoff, Howard L., KFMB San Diego, Calif.
Cherpack, John Jr., WBBW Youngstown, Ohio.
Christian, L. H., WRFC Athens, Ga.
Cisler S. A., KXKX San Francisco, Calif.
Clarkson, Robert J., Columbia Transcriptions, New York.
Clay, Henry B., KWKH Shreveport, La.
Cleghorn, John H., WHBQ Memphis, Tenn.
Cline, Neil D., WHAS Louisville, Ky.
Clinton, George H., WPAR Parkersburg, W. Va.
Clinton, Robert L., KCSJ Pueblo, Col.
Clipp, Roger W., WFIL Philadelphia, Pa.
Cobb, Grover C., KVGB Great Bend, Kans.
Coe, Robert L., DuMont TV Network, New York.
Cohan, John C., KSBW Salinas, Calif.
Coleman, George D., WGBI Scranton, Pa.
Collins, J. M., ASCAP, New York.
Collins, Robert, KEXO Grand Junction, Col.
Conklin, W. H., KFEL Denver, Col.
Conway, Ben F., Robt. Meeker Assoc., New York.
Cook, Chas. R., WJPF Herrin, Ill.
Cook, Louis R., KNOW Austin, Tex.
Cooper, Virginia N., WJLS Beckley, W. Va.
Cordes, E. L., WTMJ-TV Milwaukee, Wis.
Cowan, Ken, Broadcasting • Telecasting, New York
Cox, H Quenton, KGW Portland, Ore.
Craddock, Douglas L., WLOE Leaksville, N. C.
Crater, Rufus, Broadcasting • Telecasting, New York
Craven, T. A. M., Craven, Lohnes & Culver, Washington, D. C.
Cribb, Wayne W., KHMO Hannibal, Mo.
Crouch, Dee B., KDZA Pueblo, Col.
Crutchfield, Charles H., WBT Charlotte, N. C.
Cummins, Frank P., WJAC-TV Johnstown, Pa.
Curtis, James R., KFRO Longview, Tex.
Curtis, L. H., KOVO Provo, Utah.

D

Dabadie, Roy, WJBO Baton Rouge, La.
Dahl, Howard, WKBH LaCrosse, Wis.
Damm, Walter J., WTMJ-TV Milwaukee, Wis.
Danbom, M. E., KTBB Tyler, Tex.
Danforth, Harold P., WDBO Orlando, Fla.
Davies, William B., WBLJ Dalton, Ga.
Davis, Edward, KDFC San Francisco, Calif.
Dawson, Thomas, Columbia TV, New York.
deNeuf, Donald K., WVCN Ithaca, N. Y.
Dennis, Bruce, WGN Chicago, Ill.
DeSmit, Donald Jr., WKZO-TV Kalamazoo, Mich.
Diehm, Victor C., WAZL Hazleton, Pa.
Dillard, Everett L., WASH Washington, D. C.
Dillon, Robert, KRNT Des Moines, Ia.
Dirks, Dietrich, KCOM Sioux City, Ia.
Doolittle, Bette, NARTB Washington, D. C.
Doty, Dwight D., Haley, McKenna & Wilkinson, Washington, D. C.
Dougherty, W. Earl, KXEO Mexico, Mo.
Douglas, Harold, KMMO Marshall, Mo.
Driscoll, George, WHAM Rochester, N. Y.
Drohlich, Albert S., TV Adv. Assoc., Baltimore, Md.
DuMond, Jack, KXEL Waterloo, Ia.
DuMond, Joe, KXEL Waterloo, Ia.
Dudley, Allen P., WFIN Findlay, O.
Duncan, Jack H., KNUJ New Ulm, Minn.
Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Duvall, T. W., KGBX Springfield, Mo.
Dyess, Marajen Stevick, WDWS Champaign, Ill.

E

Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.
Eakin, Phil, WBBB Burlington, N. C.
Edwards, Wilbur, KNXT Los Angeles, Calif.
Ekrem, T. C., KVOD Denver, Col.
Elias, Don S., WWNC Asheville, N. C.
Elliott, Paul, KRNT Des Moines, Ia.
Elliott, Wendell, KGNO Dodge City, Kans.
Ellis, Girard D., Columbia Transcriptions, Chicago, Ill.
Enoch, Robert D., WXLW Indianapolis, Ind.
Esau, John, KTUL Tulsa, Okla.
Evans, Bob, WELO Tupelo, Miss.
Evans, Ralph, WHO Davenport, Ia.
Evans, T. L., KCMO Kansas City, Mo.

F

Fairbanks, Richard M., WIBC Indianapolis, Ind.
Fancher, K. L., KPDN Pampa, Tex.
Fantle, Sam Jr., KELO Sioux Falls, S. D.
Faraghan, Jay, WGN Chicago, Ill.
Farnsworth, Guy, KCRC Enid, Okla.
Fay, William, WHAM Rochester, N. Y.
Fehlman, Robert, WHBC Canton, O.
Feldman, Samuel E., ASCAP, Baltimore, Md.
Fellows, H. E., NARTB, Washington, D. C.
Ferguson, Robert W., WTRF Bellaire, Ohio.
Ferrise, A. Garen, WMMN Fairmont, W. Va.
Filion, Edgar B., Robt. Meeker Associates, New York.
Fisher, Ben S., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Fisher, C. H., KUGN Eugene, Ore.
Fitzpatrick, Horace, WSLS Roanoke, Va.
Fitzsimmons, Edwin, Weed Company, New York.
Fitzsimonds, F. E., KFYR Bismarck, N. D.
Flaherty, Eugene, T., KSCJ Sioux City, Iowa.
Fletcher, Frank U., Attorney, Washington, D. C.
Fogarty, Frank P., WOW Omaha, Neb.
Folts, Harry, WINS New York.
Fowler, Clinton, KGER Long Beach, Calif.
Fox, Roger P., KFAL Fulton, Mo.
Fox, S. S., KDYL Salt Lake City, Utah.
Freburg, Chas., WOC Davenport, Ia.
Frechette, George T., WFHR Wisconsin Rapids, Wis.
Friedheim, Robert W., World Broadcasting, New York.
Fruth, Helen A., NARTB, Washington, D. C.

(Continued on page 94)

STATEMENT BY JUDGE JUSTIN MILLER, BOARD CHAIRMAN AND GENERAL COUNSEL, NARTB

THE GROWTH of the broadcasting industry is often termed phenomenal but there is one thing which has kept pace with this growth. That is the pressures which confront it from every side in its day to day operations.

Today those pressures are at a peak—pending legislation which chips at radio's freedom . . . hundreds of regulations . . . union demands . . . minority group criticism —demanding constant vigilance to maintain a free, aggressive, prosperous system of broadcasting in America.

Judge MILLER

All of this emphasizes the necessity for a strong National Assn. of Radio and Television Broadcasters. As a member recently wrote to us: "It is only through such an association that constructive governmental relations, international agreements, and many other similar activities, can be conducted. These things we cannot adequately do for ourselves."

To maintain this strong association we must all work in close harmony. Each year our national convention provides the opportunity for members to become personally acquainted and to exchange ideas.

This year's convention program features discussions of the most pressing problems for the entire industry and brings us top level people in broadcasting, industry and government.

I join with President Fellows in expressing appreciation to the members for their cooperation and in welcoming all to this 30th annual convention.

BAB SALES SESSION

To Show New Services

DETAILED PLANS for BAB's sales session opening the NARTB Convention in Chicago this afternoon (Monday) were announced last week by BAB President William B. Ryan, who said a half-dozen new member services would be unveiled.

Open to both members and non-members of BAB, the meeting starts at 2 p.m. in the Conrad Hilton's Grand Ballroom with NARTB President Harold E. Fellows and Convention Committee Chairman James D. Shouse, of Crosley Broadcasting Corp., slated to be on hand to open the convention officially.

One feature will be a series of talks by "three-minute men" who will outline briefly their approaches to specific sales problems. They include Elmer Wayne, WJR Detroit; Bert Bank, WTBC Tuscaloosa, Ala.; William J. Edwards, WKNX Saginaw, Mich.; Simon Goldman, WJTN Jamestown, N. Y.; Julian F. Haas, KARK Little Rock; George J. Higgins, KMBC Kansas City; David Kimble, WBBM Chicago; Winslow Leighton, WSNY Schenectady; Daniel C. Park, WIRE Indianapolis; S. John Schile, KUTA Salt Lake City; C. H. Simpson, WKBI St. Mary's, Pa., and Don Sullivan, WNAX Yankton, S. D.

BAB officials participating in the session will include retiring Board Chairman Edgar Kobak, who is scheduled to introduce his successor; President Ryan; Vice President Kevin B. Sweeney, and Local Promotion Director John F. Hardesty.

Although no official announcement has been made, Charles C. Caley, WMBD Peoria, has been nominated to succeed Mr. Kobak in the board chairmanship [CLOSED CIRCUIT, March 24].

In addition to outlining new service projects, the bureau officials will present a review of BAB as an independent operation during the past year. Several entertainment features also are planned.

Exhibit Plans

Apart from the sales session, BAB will maintain an exhibit in Exhibition Hall and also will have a fifth-floor suite throughout the convention, while a number of board and advisory committee meetings are on the agenda [B•T, March 24].

A luncheon for the advisory committees on promotion, headed by Donald W. Thornburgh of WCAU Philadelphia, and on research, under Robert E. Dunville, WLW Cincinnati, was scheduled Saturday and the finance committee under Mr. Caley was to convene yesterday preceding a board session directed by Mr. Kobak. State membership promotion chairmen, under Allen M. Woodall, WDAK Columbus, Ga., hold a breakfast meeting this morning.

BAB personnel on hand to counsel broadcasters on specific sales problems include retail specialist Robert J. Steinle; National Promotion Man Franklin H. Peck, and Production Manager William L. Morison in addition to Messrs. Ryan, Sweeney and Hardesty.

WISMER ABC STATUS

It's Non-Exclusive, He Says

HARRY WISMER, sportscaster recently associated with ABC, has opened his own freelance office at 202 RKO Bldg., New York, according to an announcement made last week, intended not to indicate any split with the network but to identify his non-exclusive status.

The sportscaster will continue pro tem his cooperative radio program from 6:30-6:45 p.m. EST Saturday on ABC and is scheduled to cover the Palm Beach Golf Tournament for ABC May 15-18. ABC spokesmen pointed out that Mr. Wismer has not been carried on personnel rosters for some time and that his assignments are on an individual, independent basis. Relations between them, ABC pointed out, are friendly.

A member of Mr. Wismer's office, opened last October, explained the sportsman's announcement was intended only to clarify his freelance status, since question of clearance with ABC often arose in negotiations for other assignments.

AP Names Weldon

JACK WELDON, former vice president and general manager of WWOD Lynchburg, Va., has been appointed Associated Press radio field representative in New England and New York State, Oliver Gramling, AP assistant general manager for radio, announced last week. Mr. Weldon, succeeds Tom E. Cunningham, who has been transferred to a special assignment in general membership work in AP general offices in New York. Mr. Weldon will have headquarters in Boston.

FAMILY INCOME

Census Reports Rise

AVERAGE (median) income of families in the United States was $3,300 in 1950, or $200 higher than 1949, according to the U. S. Census Bureau. Since prices rose only slightly from 1949 to 1950, the increase in income "probably represented a significant increase in purchasing power for the average family," Roy V. Peel, Director of the Census, reported.

Families headed by farmers made the largest relative gains, their income rising on the average about 40% (from $1,400 in 1949 to $2,000 in 1950). Average income of nonagricultural families showed a much smaller increase. A reduction was found in the relative difference between income of whites and nonwhites during the past decade. In 1950 the average wage or salary income of white families was about twice that of nonwhite families.

About two-fifths of all U. S. families had two or more earners in 1950. Half the families in which the wife worked had incomes of $4,000 or more whereas only a third of families in which the wife did not work had this much income. Total U. S. population as of Feb. 1, 1952, was estimated by the bureau at 155,997,000.

BAB

Divorce From NARTB is Effective April 1; Will Go Own Way

NARTB and Broadcast Advertising Bureau become completely divorced April 1, opening the way for competitive campaigns to hold present members and acquire new ones.

Since BAB separation from NARTB was voted a year-and-a-half ago, members of NARTB have received BAB service through allotment of 30% of their dues to the sales organization. Stations not requesting BAB service have received a 30% discount on dues.

As of April 1, NARTB members who have belonged to BAB will get a 30% cut in their dues. If they wish to join BAB they will pay the flat fee of half the highest hourly rate per month.

BAB has been obtaining station pledges since the NARTB district meetings started last August. It is now understood to have 435 stations signed and new ones are coming in at the rate of 5 or 10 a day. BAB state membership chairmen are campaigning during the convention. Allen M. Woodall, WDAK Columbus, Ga., is chairman of the membership committee.

NARTB has 973 AM and 370 FM members, according to its annual convention report (see story page 56). The NARTB Station Relations Dept. has a booth in Exhibition Hall and a separate fifth floor suite. William T. Stubblefield and William K. Treynor, director and assistant director of the department, are at the convention.

Currently BAB has 830 member stations that also belong to NARTB. BAB expects at least 60% of these stations to remain in its fold. It has all four radio networks in membership, with a half-dozen associates. Total membership of BAB consists of 955 stations.

The BAB budget at this time runs at the rate of $345,000 for the year April 1, 1951, to March 31, 1952. Its anticipated budget, based on pledges and expected membership, is $437,000 for the calendar year 1952.

CBS SALARIES

Given in Stockholders Report

CBS during 1951 paid its directors and officers an aggregate of $1,107,152 in salaries, $20,000 in directors' fees, $242,873 in bonuses and shares in profits, and paid or set aside under pension and insurance plans $177,405, according to a proxy statement sent CBS stockholders with a notice of the corporation's annual meeting, to be held April 16 at company's headquarters in New York.

Itemized list of payments to directors and officers who were paid more than $25,000 by CBS shows that Frank Stanton, CBS president, received $100,000 in salary and $51,597 in bonuses or profits, with $13,914 set aside for him under the pension plan. William S. Paley, board chairman, was paid $100,000 in salary, with pension payment of $17,494 on his behalf. CBS paid Joseph H. Ream, executive vice president, a salary of $65,000, a bonus of $17,476 and made a pension payment of $10,216.

Edward R. Murrow, for his services as a corporate director, news broadcaster and recording artist, received from CBS $132,145 in salary and fees. Bruce A. Coffin, president of Hytron Radio & Electronics Co., a CBS division since last June, was paid $26,923 in salary and fees, $25,000 in bonuses and had $2,766 put into his pension fund. Lloyd H. Coffin, Hytron board chairman and treasurer, received $26,923 in salary and fees, $25,000 in bonuses and a pension fund contribution of $2,662.

Other Payments

David H. Cogan, president of CBS-Columbia Inc., CBS set-manufacturing subsidiary, also acquired last June, was paid $26,923 in salary and fees, a bonus of $25,000 and a pension contribution of $1,133. James B. Conkling, president of Columbia Records Inc., received salary and fees of $45,833 and a bonus of $10,000.

Annual meeting will act on the election of seven class A directors and eight class B directors, with an eighth class A director perhaps nominated and elected during the meeting or perhaps elected by the board at some subsequent date, the proxy statement reports. All directors are to be elected to serve for one-year terms.

For class A directors, CBS nominates Bruce and Lloyd Coffin and Joseph Ream; Prescott S. Bush, partner of Brown Brothers Harriman & Co. (private bankers); J. A. W. Iglehart, partner of W. E. Hutton & Co. (investment bankers); Samuel Paley, retired, and Dorsey Richardson, vice president of Lehman Corp. (investment company).

CBS nominees for class B directors are: Frederick L. Chapman, partner of Brown Herrick & Co. (investment bankers); Ralph F. Colin, member of the legal firm of Rosenman, Goldmark, Colin & Kaye; Leon Levy, personal investments, and Messrs. Paley, Stanton, Murrow and Cogan. All nominees of both groups are currently directors. Class A stockholders vote cumulatively. Class B shares do not have cumulative voting rights.

Annual meeting will also elect independent public accountants, with Lybrand, Ross Bros. & Montgomery as the official nominees, to serve as auditors.

Radio and television are part of the larger economy of total advertising, and advertising is part of the enormously larger economy of the whole U.S. The individual broadcaster, operating a single station in his home town, may not often think of himself as belonging importantly to an economic system that is measured in the hundreds of billions of dollars. But he is as much a part of it as any other businessman, big or little, and to administer his property intelligently, however modest its productivity and size, he must understand something about the major economic currents which move across all the U.S., tugging at every businessman.

Particularly for broadcasters, this is a time when the fullest knowledge of their enterprise is an inescapable necessity. The fundamental structures of their business are beginning to change, in response to forces that must be understood to be coped with. It is to assist this understanding that BROADCASTING • TELECASTING presents, beginning on this page, an economic study that seeks, in four stages, to assess the position of radio and television in today's advertising world.

The series begins with an article that relates advertising and the principal media with the general economy. A second article, beginning on page 34, traces the spending patterns of the biggest advertisers in network radio, network television and competitive media. A third, on page 35, deals with the record of another phase of broadcasting—spot. And the fourth, on page 36, analyzes local advertising. The purpose here is to examine the whole and then dissect its parts, to find out how radio and television have moved in relation to the main currents of U.S. advertising and then to study the push and pull of interior tides within radio and television. The series is called a Business Barometer.

At the moment, as may be noticed in the picture above, the needle points to "fair."

WHERE'S THE MONEY COMING FROM?

ON THE EVE of the lifting of the television freeze, the biggest question facing broadcasters—whether they are among the chosen few already in TV, aspire to be among the thousand or so who will eventually be granted TV stations, or plan to stick with radio indefinitely—is:

Where's the money coming from to support a truly nationwide television system?

The question is of moment to those who are or hope to be in television exclusively, because their success or failure depends precisely upon its resolution, and to those in joint radio-TV operation or radio alone, because some analysts have been predicting that television can advance only at the expense of radio.

As is true of most big questions, this one is not accompanied by an easy answer. The best that can be done is to tackle the question from many approaches in hopes of finding partial answers along the way.

One approach is to plot the recent trends of advertising spending in relation to the whole U. S. economy, to try to see whether total advertising volume can be expected to expand enough to accommodate the expensive new medium of television without cannibalizing older media. A good measurement to use to represent the state of the U. S. economy is the annual rate of total personal disposable income, the money people in the U. S. have to spend (or save) after they have paid their taxes. Disposable income is regarded by economists as the best index to total sales potential. *

Advertising, since World War II, has expanded faster than the general economy. In 1946 total advertising expenditures were $3.36 billion, about 2.1% of the $158.3 billion disposable income that year. In 1951 advertising volume reached $6.55 billion, climbing up to 2.9% of the total disposable income of $222.8 billion.

It would make the answers to the basic question come more easily if it could be assumed that the 1946-51 trend—ie., advertising volume increasing at a greater rate than disposable income—would indefinitely continue. Unhappily, a look back into pre-World War II years shows that in relation to the national economy advertising was almost as big then as it is now.

In 1940, advertising volume was $2.08 billion, a lot less than the $6.55 billion of 1951. But income then was much smaller too. In 1940 advertising volume was 2.8% of national income, the same ratio that existed in 1949 and 1950 and only one-tenth of a percentage point behind the ratio of 1951.

The war years raised hob with advertising budgets, compared with the rise in disposable income. The scarcity of consumer goods and the glut of ready money made it unnecessary to support sales by advertising campaigns. As a result, U. S. income raced ahead of advertising volume.

In 1946, the first postwar year, advertising expenditures had sagged so much below the rising curve of the total economy that they were only 2.1% of disposable income. It was not until 1949 that advertising expansion caught up with the advance of income levels.

At this point, you might well ask: Is it possible to set aside a period that could be described as "normal," as a base against which to measure present trends.

If "normal" can be applied, and it probably can't, 1940 is a reasonable choice to start figuring from. By that year the depression was over. Employment had risen to 47.3 million and unemployment had dropped to around 8 million.

The next year, 1941, marked the

(Continued on page 176)

*** Sources:**

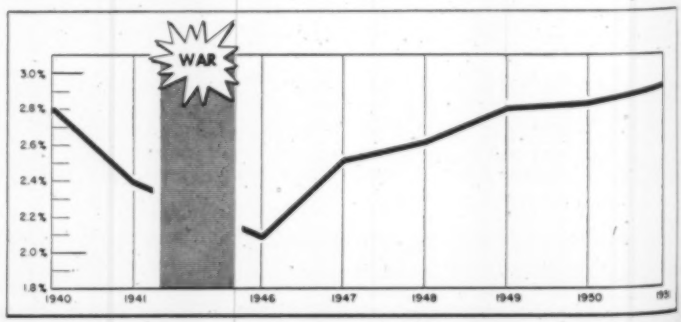
Total disposable personal income: U. S. Dept. of Commerce and Council of Economic Advisors to the President.

Employment: U. S. Dept. of Commerce.

Advertising expenditures: McCann-Erickson and Printer's Ink. (1951 figures are preliminary estimates subject to later refinement.)

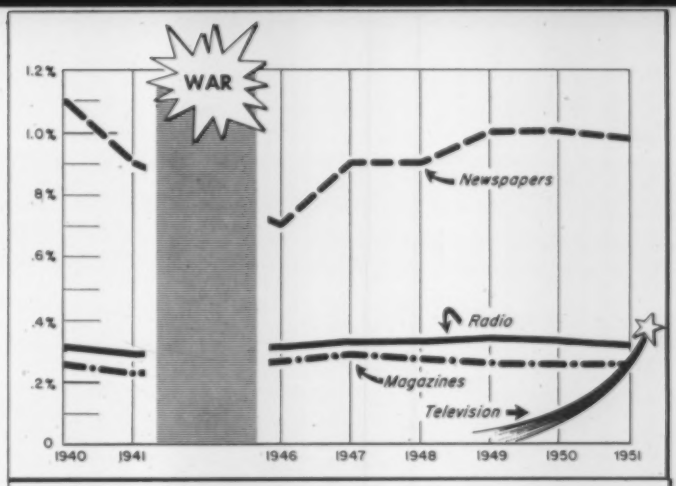
TOTAL ADVERTISING KEEPS UP WITH TOTAL ECONOMY

The chart at right shows the year-by-year relationship of advertising volume to total personal disposable income, a good measurement of maximum potential U.S. sales. Except for the World War II period (1941-46), total advertising expenditures have swung between 2.5% and 2.9% of total income, in the past five years rising faster than income.



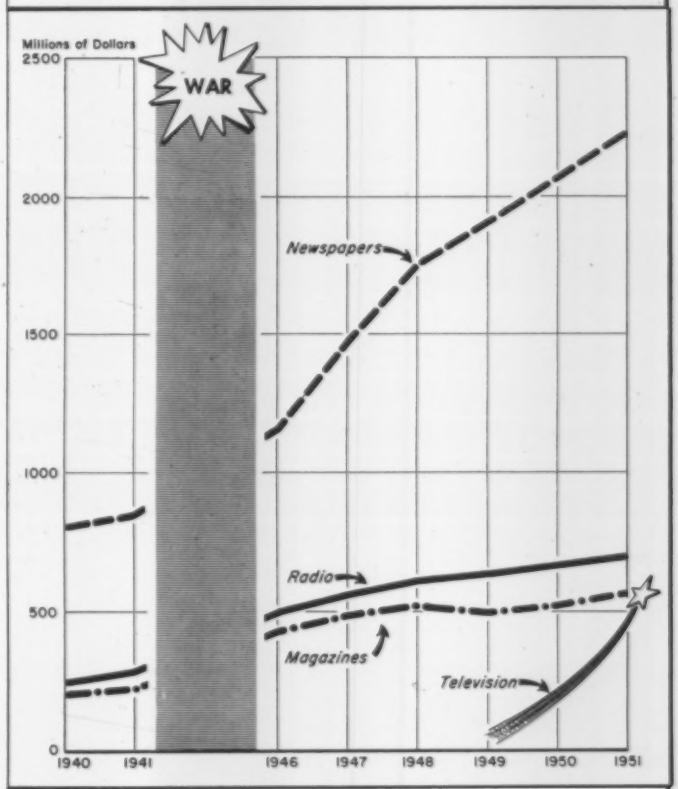
BUT SOME MEDIA LAG BEHIND THE GENERAL ADVANCE

Though total advertising has kept pace with economic expansion, expenditures in radio, newspapers, magazines have not. Individually, those media have fallen behind the rate of advance of disposable income. After reaching peak of 0.34% of income in 1949, radio slipped to 0.31% in 1951, its 1940 level. Newspapers, up to 1% of national income in 1949, were down to 0.98% in 1951, below their 1.1% 1940 ratio. Magazines rose to 0.29% in 1947, but since have fallen off to 0.25% in 1951. Only TV shows gains, and big ones.



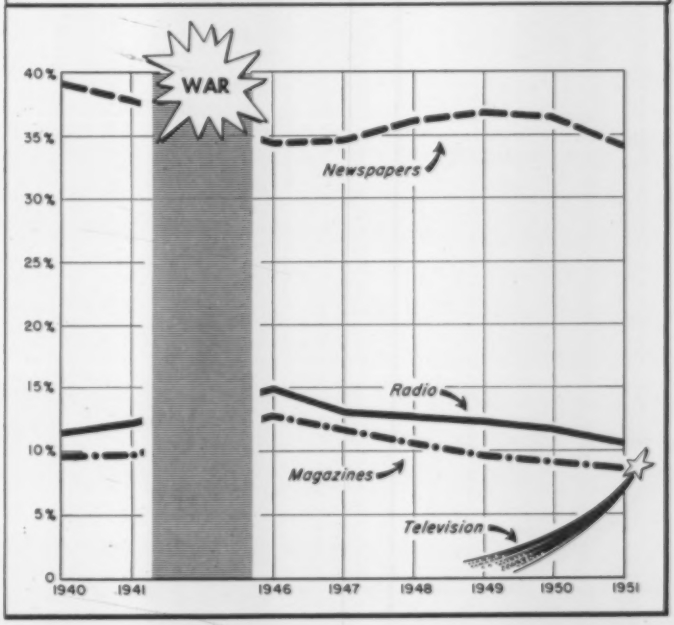
DOLLAR VOLUME OF ALL MEDIA HAS BEEN EXPANDING

In terms of dollars, all media seem to be doing well. Radio has boomed from $235 million in 1940 to $690 million in 1951; newspapers from $815 million in 1940 to $2.22 billion in 1951; magazines from $197 million in 1940 to $562 million in 1951. The only one to suffer any setback in dollar expansion along the way was magazines which had $512 million in 1948 and $492 million in 1949, but recovered more than lost ground in 1950 with expenditures of $514 million. TV's dollar volume was $63 million in 1949, $185 million in 1950, $484 million in 1951. Though not shown on chart at right, total advertising expenditures have more than tripled since 1940. Year by year, the total volume has run: 1940: $2.08 billion; 1941: $2.23 billion; 1946: $3.36 billion; 1947: $4.26 billion; 1948: $4.86 billion; 1949: $5.20 billion; 1950: $5.69 billion; 1951: $6.55 billion.



BUT ALL EXCEPT TV TRAIL TOTAL ADVERTISING RISE

Looked at another way, radio, newspapers, magazines fare differently. In proportion to total advertising expenditures all three have been falling off. As they diminish in ratio to the advance of total advertising volume, TV shoots up like a comet: 1.2% of total advertising in 1949, 3.3% in 1950, 7.4% in 1951. What has happened is that the *rate of expansion* of radio, newspapers, magazines has been perceptibly arrested in the past two years in comparison with expansion rate of either total income or total advertising, while TV's rapid growth outstripped all other economic trends.



Here are specific case histories of budget allocations in network radio, network television, newspapers and magazines by 100 leading advertisers in 1946 (postwar but pre-TV), 1949 and 1950. Though it's impossible to draw black-and-white generalities from these computations, some conclusions are indicated: In many instances TV advertisers are companies whose total advertising budgets are on an upward curve, and those who have stayed away from TV are more apt to be advertisers who are putting a brake on all their advertising spending. Perhaps it could be said that in general it's the expanding businesses that are venturing into TV (as well as increasing their total appropriations).

HOW LEADERS PLAY THEIR BLUE CHIPS

THE ADVERTISER who goes into television is more likely to increase his expenditures for other major advertising media—and less likely to curtail them—than the advertiser who does not add TV to his media list.

That conclusion, somewhat at variance with the popular notion that the revenue of TV networks and stations is largely taken from funds previously appropriated for use in other media, comes from an analysis of the time and space purchases of the top 100 national advertisers, ranked by their gross expenditures in network radio, network television, magazines and newspapers during the years 1946 (postwar but pre-TV), 1949 and 1950, and in network radio-TV and magazines during 1951.

Newspaper advertising figures for individual advertisers for 1951 are not available.

A word of warning is necessary so that it may be clearly understood that these figures are limited and that therefore any conclusions drawn from them must also be limited.

The use of radio and television as national spot media entails large expenditures by many of these leading advertisers. But there is no record of these sums comparable to the records of advertising on the radio and TV networks and in magazines kept by Publishers Information Bureau or to the reports of national advertisers' purchases of newspaper space published by the Bureau of Advertising of American Newspaper Publishers Assn.

Even with this limitation, however, the changes in appropriations for newspapers, magazines and network radio made by the country's largest advertisers following the advent of television as a major national medium are significant and worthy of study. Table I (this page) lists the 100 top users of the combined media in each of the following years: 1946, 1949 and 1950 (years for which records of all are complete). To report on the top 100 for each of the three years, it was necessary to include a total of 137 in the total tabulation. The list is arranged by product groups rather than by rank so that competitive comparisons may be made more easily.

In presenting this compilation, BROADCASTING • TELECASTING appends some analyses and makes some conclusions as to their significance. These interpretations, however, are only a beginning, a mere surface-scratching of a field of information that deserves more exhaustive analyses by broadcasters

(Continued on page 64)

Where Top Advertising Budgets Go

Table I

APPAREL

CLUETT, PEABODY & CO.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	48,720	.....	394,491
Magazines	848,165	1,506,607	2,044,219	1,713,819
Newspapers	.....	142,188	77,526	
Total	848,165	1,697,515	2,121,745	

INTERNATIONAL SHOE CO.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	46,440	381,205	796,319
Magazines	857,156	1,274,414	808,303	746,351
Newspapers	54,792	418,113	121,837	
Total	911,948	1,738,967	1,311,345	

AUTOMOTIVE

CHRYSLER CORP.

	1946	1949	1950	1951
Network Radio	336,672	898,326	904,908	880,861
Network TV	.....	.....	495,532	1,263,636
Magazines	1,852,187	5,176,002	4,475,117	4,674,392
Newspapers	503,038	8,747,966	13,703,451	
Total	2,691,897	14,822,294	19,579,008	

ELECTRIC AUTO-LITE CO.

	1946	1949	1950	1951
Network Radio	869,346	814,365	837,612	830,628
Network TV	.....	103,781	264,666	610,879
Magazines	277,139	533,378	572,775	704,406
Newspapers	223,937	302,948	300,405	
Total	1,370,422	1,754,472	1,975,458	

FIRESTONE TIRE & RUBBER CO.

	1946	1949	1950	1951
Network Radio	791,244	791,700	792,540	769,807
Network TV	.....	144,840	327,615	755,580
Magazines	1,289,318	1,171,995	1,412,499	1,676,938
Newspapers	22,008	209,338	207,566	
Total	2,102,570	2,317,873	2,740,220	

FORD MOTOR CO.

	1946	1949	1950	1951
Network Radio	1,534,667	1,251,459	712,742	.....
Network TV	.....	443,705	2,037,057	3,023,703
Magazines	3,919,112	4,306,004	5,309,007	3,418,921
Newspapers	841,352	10,629,320	13,586,716	
Total	6,295,131	16,630,488	21,645,522	

GENERAL MOTORS CORP.

	1946	1949	1950	1951
Network Radio	2,181,127	1,079,572	660,888	698,726
Network TV	.....	664,511	1,063,324	1,772,499
Magazines	5,748,899	11,806,232	13,412,202	10,662,508
Newspapers	2,809,027	24,869,072	27,594,071	
Total	10,739,053	38,419,387	42,730,485	

B. F. GOODRICH CO.

	1946	1949	1950	1951
Network Radio	481,472	.....	.....	.....
Network TV	.....	132,595	339,262	721,965
Magazines	1,802,607	1,816,416	1,532,895	1,538,091
Newspapers	24,836	311,409	410,844	
Total	2,308,915	2,260,420	2,283,001	

(Table I continued on page 70)

SPOT'S HOT AMONG NATIONAL SPONSORS

As a technique of using radio and television, spot broadcasting is taking a bigger and bigger share of national advertising appropriations. Unfortunately there is no way to estimate how much has been spent on spot by the 100 leading advertisers whose gross billings in network radio and television are reported in Table I of the article beginning on the preceding page. But it is possible to figure out spot expenditures by product groups. This record of spending shows that no matter what other media adjustments they've made, more and more advertisers are turning to the pin-point selectivity of spot broadcasting.

BUSINESS BAROMETER

FAIR CLOUDY RAIN STORM GALE

SPOT RADIO'S healthy 13.1% increase in 1951 to pile up a total net revenue for spot time sales of $134,291,439 proved once and for all how wrong were the doleful prophets of an early decline for the older medium in the face of thriving television.

The increase for the national spot category was the greatest in three years. In 1950 it had been 9.7% and in 1949 figure was 3.4%.

At the same time, national and regional spot television sales showed an amazing 132.6% increase in net revenue for the year. The total dollar volume for spot television was $58,234,000 according to BROADCASTING • TELECASTING estimates.

In order to show the product classifications responsible for this volume of business both in radio and television the research department of BROADCASTING • TELECASTING has assembled data from all classes of stations within the U. S. This is a continuing study that is carried on each year. The comparative importance of the various classifications can be seen in the accompanying tables.

In radio, the Food and Food Products classification leads for the third straight year, furnishing 16.2% of the total revenue for spot radio or $21,755,213 as compared with 16.5% or $19,849,841 in 1950 and $23,632,000 or 21.1% in 1949.

Soaps and Soap Products with 10.8% of the total revenue or $14,503,475 were second in importance in 1951. In 1950 this classification was third in importance, ranking behind Drugs and Remedies, as it did in 1949. This increase in the importance of spot advertising by the larger soap manufacturers was believed to be due in part to changes within the industry, the introduction of new brands in various parts of the country and the intense competition between the soaps and synthetic detergents.

The dollar figure for the Drugs and Remedies spot classification in 1951 was estimated at $13,832,018. In 1950, this classification was 9.6% of the total spent for all spot and the dollar figure was $11,557,052 while in 1949 it was $12,096,000.

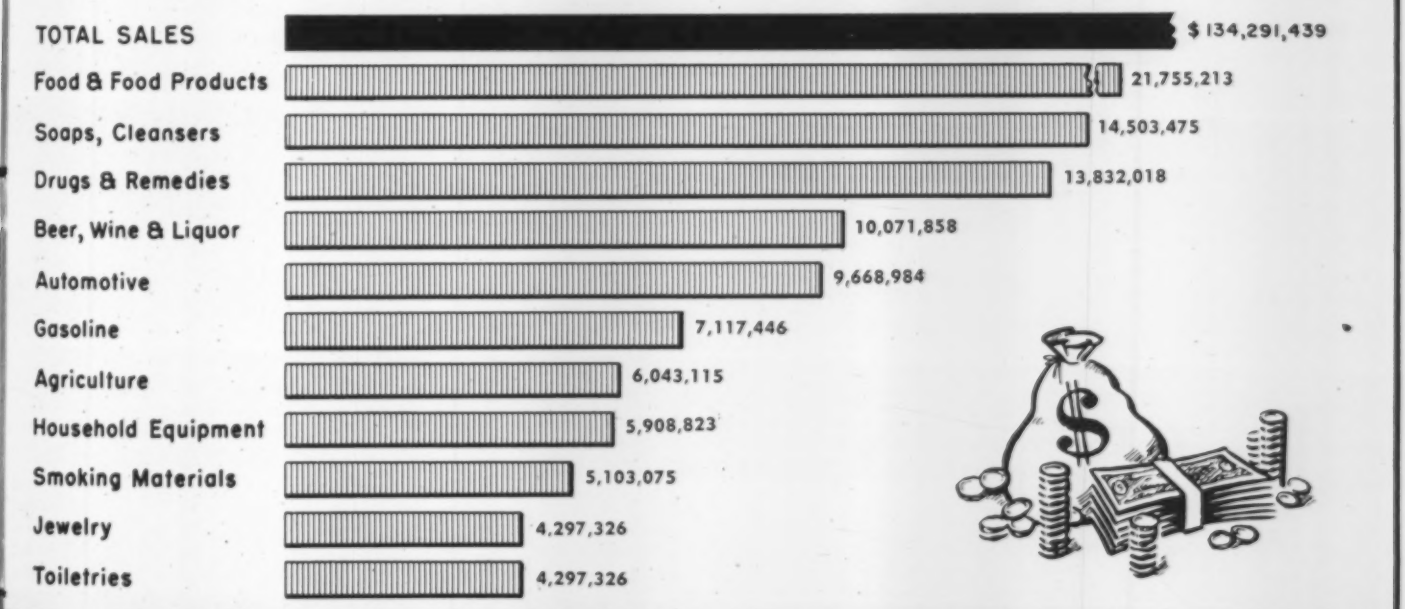
The Beer, Wine and Liquor classification has shown one of the largest increases during the past three years of any of the important spot radio advertisers. In 1949, when this classification used only 3.3% of the total revenue for spot, beer and wine advertisers (the liquor advertising figure is very nominal) spent $3,696,000. In 1951 these advertisers spent $10,071,858 or 7.5% of the total. The 1950 figure was $6,013,901 or 5.1% of the total.

This steady increase in the use of radio by beer and wine distributors has been caused both by increased advertising by some of the "old line" brewers with national distribution and by the expansion to regional and national advertising and distribution by some of the smaller firms.

Fifth place among spot advertisers in 1951 was taken by the

(Continued on page 68)

Ten Product Groups that Spent Most on Spot Radio in 1951



The corner store's total advertising budget wouldn't buy aspirin for the vice presidents who work on a single account among the 100 leading national advertisers. But there are a lot of corner stores, and their broadcast investments, added up, amount to more than all the big boys spend on either spot or network radio and to almost as much as they spend on spot or network TV. Indeed the local advertiser has become, and promises to remain, radio's most reliable bankroller. And you won't say that TV's too rich for his blood; not after you read this article.

GO DOWN THE BLOCK TO FIND BIG MONEY

AUTOMOTIVE retailing—including cars, accessories, repairs and gasoline—continued far ahead of other lines of business in 1951 as a source of local advertising income for radio stations (see table). A steady increase in this advertising occurred during 1949, 1950 and 1951 in line with the general growth in radio income during the three years, according to a BROADCASTING • TELECASTING *Trends* survey of broadcast stations.

Total local advertising of broadcasters rose from $182,144,301 in 1949 to $203,210,834 in 1950 and on up to $227,434,786 in 1951.

Local advertising revenue of television stations nearly doubled from 1950 to 1951, according to a *Trends* survey covering television stations, with the department-dry goods store bracket as best revenue source in 1951 (see table). Local TV advertising totaled $30,385,000 in 1950 and $57,701,000 in 1951. The TV data are limited to two years due to a shortage of source material.

* * *

In the broadcast field, automotive advertising produced 14.1% of local advertising revenue in 1951 compared to 15.1% in 1950 and 14.6% in 1949, thus hovering around the same general level during the three-year period.

Second main local source of broadcast revenue in 1951—department and dry goods stores—accounted for 8.6% of income in the 22 separate local business categories. This represented a percentage decline from the 9.8% in 1950 and 10.2% in 1949, but of course the dollar value rose because of the higher total local income during the three years.

Tied for second place as a local radio business-producer in 1951 was the home appliance and repair category. The 8.6% share of this source was matched by 8.6% in 1950 and the figure exceeded the 1949 ratio of 6.8%.

* * *

In fourth place last year was the beer-soft drink group with 7.8%, about the same ratio maintained in 1949 and 1950. The furniture store classification produced 6.5% of local revenue last year, quite a drop from the 8.2% in 1950 and down slightly from 6.9% in 1949.

Food and groceries accounted for 6.1% of local radio dollars last year, off a bit from the 6.4% in 1950 but above the 5.6% in 1949. Bright spot in local radio income is the bank-building and loan-insurance group which has risen steadily from 3.7% in 1949 to 4.6% in 1950 and 5.9% in 1951. Dairy products, while well down the list, show a similar upward trend, as does the hardware - feed - farm supplies bracket.

On the basis of questionnaires sent to a cross section of TV stations, department and dry goods stores accounted for 15.4% of local revenues in 1951, running well ahead of beer and soft drinks, ranking second with 12.6%. In 1950, the store bracket brought in just 12.7% of local revenue, a healthy increase in a class that radio has never properly developed.

* * *

Top local revenue category in 1950, on the other hand, was home appliances and repair, amounting to 14.4% of the total for that year out of the 22 principal classifications. Ranking second that year was the beer bracket with 12.9% of the total.

Though TV sets and service comprised the outstanding phase of the home appliance and repair business in 1950 and 1951, that field only rated third in 1951 as a source of local business for TV stations, amounting to 10.4% of the total compared to the 14.4% in 1950 when it ranked first.

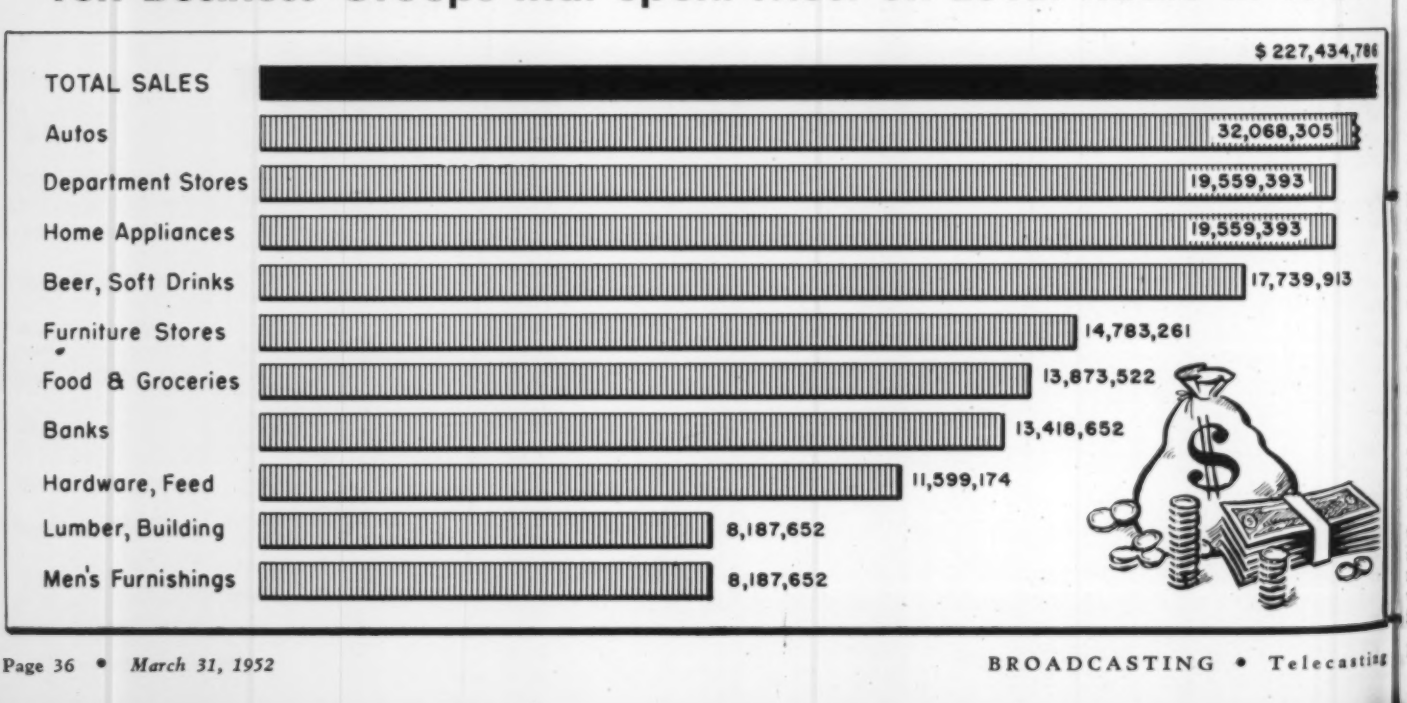
In 1951, banks, building and loan and insurance rated fourth as a local advertising source, amounting to 9.8%, or a dollar volume of $5,654,698. This category ranked only sixth in 1950, being 9.7% of the total or $2,947,345.

The automotive group supplied 9.7% of local revenue in 1951, attaining fifth place. In 1950, on the other hand, automotive and furniture retailing were tied for fourth place with 10.0%.

(Continued on page 88)

* * *

Ten Business Groups that Spent Most on Local Radio in 1951



LIBERTY *Revamps New York Sales; Will Carry Games*

LIBERTY Broadcasting System, with 458 affiliates, last week took the first step toward revamping its sales organization by reducing the cost of operating its New York sales office, President Gordon McLendon told BROADCASTING • TELECASTING.

The step is designed to bring about economies and is in no way an indication the network plans to curtail its operations or suspend, he said.

Liberty is "making money and simply wants to make more money," Mr. McLendon explained, adding, "Don't be too surprised if Liberty is the only AM network now making a profit."

Coming Season's Baseball

With opening of the major league imminent, he said, Liberty "positively will carry a full schedule of baseball games in 1952." The network has carried a baseball game every day since March 8. It is negotiating with all major league clubs and is understood to have signed some contracts.

Mr. McLendon said the network does not plan to abandon its $12 million suit against 13 major league baseball clubs. The suit was filed in U. S. District Court, Chicago, Feb. 21 [B•T, Feb. 25]. Liberty charges business damage suffered through loss of baseball broadcast rights as a result of a purported monopoly operated by club owners. Clubs not named in the suit are Chicago White Sox, Cincinnati Reds and Brooklyn Dodgers.

"Rumors that Liberty would not broadcast baseball in 1952 started last winter," Mr. McLendon said. We started the game of the day in 1948, keeping five minutes after the game to help pay for rights. The idea was copied by other networks. Five years ago we started the idea of charging affiliates a fee. All networks now do that.

"We started piping football Saturday afternoons for cooperative sponsorship. That, too, was copied. All networks are taking tips from us. They're all turning around now and going into the program business, tapping local sources of revenue."

Describing the New York change, Mr. McLendon said the former operation was not realistic. "We were spending more money in New York than sales results justified," he said. "We will re-staff the office on a more economical basis, using the savings in Dallas where more than 90% of our sales are made. There may be minor changes in Washington."

Personnel given two weeks' notice in New York included Paul Munroe, vice president in charge of national sales; Ben Colman, director of eastern sales, and Cecil Grahame, director of creative sales plans and research.

Formed in 1948

Since Liberty was formed March 21, 1948, Mr. McLendon said, "never a day has passed without a rumor that we are going out of business. A man can't change personnel without starting a rumor. It looks to me as though other networks have enough problems of their own without getting into the rumor business."

Liberty's current sponsors include such national advertisers as Sears Roebuck, two 15-minute series, five-weekly, on 184 stations; General Mills, two daily 15-minute programs, five days a week, on 160 stations; Amana refrigerator, five minutes before and after all baseball games on 400 stations; Tige dog food.

"Other networks will learn eventually that you can't broadcast chromium," Mr. McLendon observed in commenting on the network's small-market and small-station coverage.

Liberty's sales realignment does not touch the top executive echelon. Barton R. McLendon, father of Gordon, and H. R. Cullen continue as co-chairmen of the board and James H. Foster is executive vice president. New addition to the organization a few weeks ago was Charles Comiskey, of the Chicago White Sox baseball family, who is vice president in charge of sports.

The program origination operation in New York will continue, according to Mr. McLendon, including originations at WMGM. Washington originations also will continue.

TIME REPORT

Notes Radio-TV Plans

TIME Inc., which subject to FCC approval has bought KOB-AM-TV Albuquerque, in a partnership with former FCC Chairman Wayne Coy, who takes over this week as Time's radio and TV consultant [B•T, Feb. 25], reported last week that revenues from its publishing operations last year reached an all-time peak of $149,571,479, a gain of 11% over 1950.

Rising costs and taxes, however, left net profits at $7,287,400, compared to $8,500,693 the preceding year, the report showed. Net current assets were placed at $43,528,000, as against $42,245,000 at the end of 1950.

Though known to be interested in acquiring other broadcast properties, Time Inc. in its report to stockholders said only that its acquisition of the KOB half-interest—representing an investment of about $600,000—"is indicative of its continuing interest in the growing television field."

The company is buying 100% of the KOB stock, with the understanding "that after certain corporate adjustments were effected, it would sell Mr. Coy a one-half interest" at Time Inc.'s cost.

Inviting Action in Radio Copy .... *By Jack W. Laemmar*

BOB J. is a department store copy writer specializing in writing for radio. His question is this, "Do I write 'come down' or do I write 'go down' to the store?"

"If I write 'come down' don't people realize the announcer is at the radio studios, many blocks from my store? If I write 'go down' don't people resent being told to do something?"

On the surface it may seem there is very little difference between "come" and "go"—that the two are interchangeable. But there are several areas worth exploring, which suggest the former rather than the latter.

Primarily, Bob J., and all other radio copy writers, must remember the announcer is a salesman for the advertiser. He must envision the man at the microphone as a special salesperson, talking to many customers at once. Thus, in his role as a special store sales representative, he is in a position to invite listeners to his store.

The invitation can be phrased, "come down today," or even more specifically, "come down this afternoon," or "come down this evening," or "first thing tomorrow morning." And a friendly invitation is far more palatable than a direct command, ordering someone to go somewhere.

From the radio station's point of view, isn't a personal invitation such as "come down" dangerous? Isn't the announcer tying himself too closely with one advertiser when, later during his

announcing shift, he's bound to deliver a commercial for a competitor?

We believe the answer is "no." At no time does the announcer say, "*I* want you to come down." It is simply a special sales representative speaking for an advertiser and inviting you, the customer.

Then, too, listeners understand radio is an advertising medium. They fully realize radio offers information on various kinds of products and services—many of which are directly competitive.

If one station could not deliver competing messages at different hours without having listeners misunderstand, radio advertising would not have grown as consistently as it has.

Then, too, the average listener cannot remember whether the voice now reading the commercial for Frank Abel's Clothing Store is the same voice that read a competing sales message for Parkinson's Clothes for Men only an hour before. In most stations, the policy of scheduling competing announcements as far apart as possible also helps this situation.

After writing each commercial, check to make certain you have included a final action paragraph. And check to make certain it's an *invitation* to action, rather than a hard *command*, which may carry with it the seeds of resentment.

JACK W. LAEMMAR, the author, graduated from Loyola U. in 1932 and completed his graduate work at Northwestern and Chicago Universities in marketing and research. After freelance work in the field until 1936, Mr. Laemmar joined the staff of Blackett, Sample, Hummert. Nine months later, he was made manager of the radio department and time-buyer. In 1940, he joined Lord & Thomas (later Foote, Cone & Belding) in the same capacity. Two years later, he began a four year association with the Navy, reaching the rank of lieutenant commander. He then returned to F C & B, going into account work. In 1950, Mr. Laemmar joined J. Walter Thompson. He is now assigned to Libby, Sears and the Credit Union National Assn. accounts. He is co-author with Gene Seehafer of the book, *Successful Radio and Television Advertising*, published by McGraw-Hill.

Agenda & Summaries of Technical Papers

Scheduled for The NARTB Engineering Conference

Conrad Hilton Hotel, Chicago
March 31-April 2

SUNDAY, March 30
Registration, beginning at 10 a.m., in Exhibition Hall

MONDAY, March 31
9:15 a.m.
J. R. Poppele, vice president in charge of engineering, WOR-TV New York, presiding
WOR-TV New York, presiding

NPA REGULATIONS AND THE BROADCASTING INDUSTRY
by J. Bernard Joseph, chief, Broadcast & Communications Equipment Section, Electronics Division, National Production Authority

NPA regulations most closely affecting the broadcasting industry are CMP Regulations 5 and 6. CMP Regulation 5 provides a self-rating procedure for the procurement of maintenance, repair, and operating supplies, minor capital additions, and installation materials.

CMP Regulation 6 provides the rules governing construction. Broadcast and telecast stations may avail themselves of. self-authorization privileges which allow, in many instances, for scheduled construction of new stations without filing with NPA for permission.

Complete understanding of these regulations is of extreme importance to radio and television stations. NPA stands ready to assist stations in interpretation or orders and provide guidance in their use.

TELEVISION CONTROL ROOM LAYOUTS
by R. D. Chipp, director of engineering, DuMont Television Network

The material covered will include a description of a modern control room layout for a large television studio or theatre. An example is the split arangement used so successfully at the Ambassador Theatre and planned for the new DuMont TV Center.

Secondly, Mr. Chipp will describe an arrangement for a medium size dual studio with split audio and direction facilities, but combined video facilities. Such a plan will be used in the new Washington studios. The third layout to be described will cover minimum requirements for a station in a small market. Equipment will be grouped to conserve space and manpower.

UHF TRANSMITTERS AND ANTENNAS
by John E. Young, manager, transmitter engineering, Radio Corp. of America

This paper deals with the choice of transmitter powers, and antenna gains, primarily in the UHF range, for most effective coverage of a given market. The effect of antenna gain on the amplitude and position of the secondary lobes in the vertical pattern is described, as well as measurements of the fill-in caused by minor departures from theoretically perfect amplitude and phase distribution, in practical structures.

A TELEVISION SIGNAL SWITCHBOARD FOR STUDIO AND MASTER CONTROL
by H. E. Thomas, project engineer, Federal Telecommunication Laboratories

This paper describes a television signal switchboard unit aimed at flexibility in studio layout, economy of operation and simplicity of installation and maintenance. The FTL-89A switchboard achieves flexibility by allowing the use of as many as five independent outputs and an optional six to twelve inputs (signal sources) in a single console. Studio arrangement can be simplified by using another compact unit for the technical director thus allowing the program director to have direct transfer control of his active studio and other signal sources without being burdened by direct contact with the details of technical direction.

Switching is performed by the indirect method using a minimum of relays and remotely located pushbuttons; a minimum length of video coaxial lines is attained and the need of distribution amplifiers is minimized. Interlock, preview methods, line matching and automatic termination are discussed.

TELEVISION STUDIO EQUIPMENT PLANNING
by D. H. Castle, assistant manager, audio-video engineering, NBC

Equipment requirements of a large television studio will be covered by a description of the conversion to television use of NBC Studio 8H, Radio City, formerly the largest sound radio studio in this country. Items included will be video and audio pickup and control equipment, television set lighting, scenery hanging and air conditioning. Lighting particularly is a difficult problem in television and paper will cover problems of light level requirements, primary power supply, distribution dimmer control and switching, fixtures, and fixture hanging arrangements. Equipment items will include video, audio and directors control consoles and intercommunication systems.

MONDAY LUNCHEON—
12 noon
Roaring Twenties Buffet in Exhibition Hall

AFTERNOON SESSION—
2 p.m.
Orrin Towner, technical director, WHAS-AM-TV Louisville, presiding.

ADVANCES IN TELEVISION EQUIPMENT DESIGN
by L. L. Pourciau, head of Television Development Section, General Precision Laboratory

A new image orthicon camera chain, synchronizing pulse generator, and video switching and mixing unit suitable for field or studio use are described. The camera chain incorporates several unique features including control and indication of lens aperture at the camera control unit, and provision for remote control of optical focus and lens turret position. The synchronizing pulse generator employs binary counters and delay line control of pulse timing and width to provide stable and dependable operation. The video switching and mixing unit offers studio switching flexibility in a compact portable unit with provisions for handling five synchronous and two non-synchronous signals.

IMPROVED TELEVISION FILM REPRODUCTION
by V. J. Duke and K. E. Mullenger, staff engineers, NBC

As a result of the increasing importance of film use in television, it is desirable to provide improved methods of reproducing this material. Several methods are in use in this country and abroad. There is some discussion of and references pertaining to these methods in the paper. The principal theme of the paper is devoted to improvements in the presently used Iconoscope film chains. Some of the obvious difficulties of Iconoscope film reproduction are brought out. A part of the paper is devoted to the approach to the problem of correcting the difficulties. This is followed by a section containing practical solutions to the problems.

The next part of the paper is devoted to material regarding the characteristic curves of the Iconoscope and to the general problem of the incident light on the Iconoscope as well as some figures on film density and measurements. The foregoing material will be accompanied by a few slides depicting methods of operation, parts used, and demonstrated effects. The final section of the paper will be devoted to a description of a mode of operation of the Iconoscope which falls between full storage operation and continuous light application usually called line sensitivity operation.

A NEW TELEVISION CAMERA
by John Roe, manager, Television Camera Equipment Group, RCA

An image orthicon camera, new in neary every detail, and yet completely interchangeable both physically and electrically with earlier

(Continued on page 111)

STATEMENT BY GLEN McDANIEL, PRESIDENT OF RADIO-TELEVISION MFRS. ASSN.

THE OUTLOOK for radio set production is perhaps better now than it has been at any time since the television boom began.

The reasons are: (1) Radio set sales, particularly FM-AM receivers, are showing new strength; (2) TV set sales are relatively slow because of the seasonal pattern and prolongation of the "freeze"; and (3) the joint RTMA-NARTB promotion program has revitalized the demand for FM receivers.

Mr. McDANIEL

For a while it appeared that the shortage of materials might curtail set production seriously in 1952. Now it appears that the stretching out of the military procurement program will make more materials available for consumer goods.

The continuing large volume of production of auto and portable radios is significant in any survey of radio listening. More than 21 million auto sets and 10½ million portables have been produced since World War II. Most of these probably are still in use.

Home radio set sales, while below the postwar peak, are still at a high level. In fact, despite the TV boom and the heavy penetration of radio set ownership, more home radios are being sold regularly than television receivers.

TV set production will increase gradually as new stations go on the air but the full effect of this market expansion probably will not be felt before 1953.

To an advertiser

who prefers to captivate audiences

There are no captive radio audiences in Iowa. Every set has a dial. The dials work, the radios work, and any listener is free to free lance. Apart from the totalitarian implications of the word (no self-respecting Iowan — that's the same as saying no Iowan—would sit still for being a captive anything) we figure an audience earned on program merit is more healthy for business.

Being on WMT, CBS outlet in Eastern Iowa, is like occupying a choice location on Main Street. Twenty-three of the top twenty-nine programs are on CBS. There's great customer traffic—great opportunity to reach more than 300,000 radio families in WMTland. They're captivated by programming—CBS and local. For full details, trap a Katz Agency rep (*they* capture easy).

REPRESENTED NATIONALLY BY THE KATZ AGENCY

CEDAR RAPIDS **WMT**

5,000 WATTS 600 KC BASIC CBS RADIO NETWORK

YOU CAN DO BETTER WITH SPOT . . .

A BETTER APPROACH TO TELEVISION ADVERTISING

. . . is a new presentation which should be seen by every advertiser and agency with a stake in television.

This new Katz presentation, widely reported by the trade press, discusses network and Spot Program television . . . explains when and why one or the other is indicated. It is a realistic, up-to-date description of an approach to television that is already producing results — for less TV dollars.

It tells a story that's important to every one concerned with the use of television to sell goods — advertising and sales directors as well as media, program, account and plans board executives. The complete story can be told in less than 40 minutes. But the ideas in it will be talked about in your shop long after the presentation is over.

If you would like a private showing at your office, please let us know, and we'll schedule a convenient appointment.

. . MUCH BETTER

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

XUM

ON EXHIBIT IN CHICAGO

Latest Equipment, Services Shown

LATEST DEVELOPMENTS in broadcast and television equipment along with extensive lines of services and supplies are featured in the annual exhibits shown at the NARTB Chicago convention.

While manufacturers of heavy equipment have placed more emphasis than ever on their TV transmitters and related gear, the number and quality of transcription, program and other services equal any past convention. If anything, the firms catering to broadcast stations have surpassed the features shown in former convention shows.

Heavy equipment is centered in the exhibition hall in the lower lobby of the Conrad Hilton Hotel. Here, too, is located the official NARTB registration booth for the two separate management and engineering conferences.

The sample (fifth) floor of the Conrad Hilton is taken over entirely by exhibitors of services and lighter equipment. These displays are decorated in many cases with unusual treatment. The rooms are set up for informal conferences and entertainment. Many exhibitors have novelties for visitors.

The lower lobby has a striking booth operated jointly by NARTB and Broadcast Music Inc., industry-owned copyright organization. The booth has a historical motif. It has many historic documents depicting key events in American history along with a number of famous music manuscripts from the BMI archives.

An electronic fair is found in the lower lobby, with millions of dollars in equipment installed for convention delegates.

A tour around the basement is really a tour around the electronic world. Several television stations are in actual operation, including related camera chains, control panels and similar items. The exposition is one of the nation's largest technical exhibits. Arrangements are under direction of Arthur C. Stringer, who serves as exhibit consultant to NARTB. Only NARTB associate members are permitted to display their products and services.

As usual, some of the exhibitors spread their activity beyond their booths and display rooms by means of promotional gimmicks such as canes and—of course—the usual scantily-clad models handing out room keys and brochures.

Herewith are summaries of individual exhibits in Exhibition Hall as well as in the fifth floor sample rooms and other reception rooms:

Exhibition Hall

ANDREW CORP.

ANDREW Corp. exhibits its line of general antenna and transmission line products, with the central attraction of the display the new skew antenna which the company says is based on a new and radical principle developed by its research center. The principle provides for mounting of the antenna on the sides of large buildings, thus eliminating need for a tower on top. Other antennas on display are the multi-TV television transmission antenna and the multi-FM transmitting antenna. In addition, Andrew shows its TV transmission line and waveguides and mounting accessories as well as dehydrating and pressurizing equipment.

Convention representatives include Jack Estelle, assistant sales manager; Karl Sterne, eastern district manager; Henry Miller, sales engineer; Joe Moynihan, sales engineer; C. Russell Cox, vice president, and Jack Brown, chief engineer.

BROADCAST MUSIC INC.

HIGHLIGHTS of BMI's 12th year, with songs and services performed for licensees, are found in the lower lobby booth. A miniature Music Hall theatre is the setting for songs that have become major hits with attention directed to artists who helped make these hits.

Special attention is given the display of BMI's program on behalf of concert music and the progress of Young Composers Radio Awards, a project conducted by BMI in cooperation with state broadcasters associations and educational music organizations. Another display will deal with the series of BMI Program Clinics.

Spectacular attention-getter is a historical feature known as Freedom Hall, arranged and presented by BMI in cooperation with NARTB. It includes a rare collection of autographs of signers of the Declaration of Independence, signers of the Constitution and autographs of Presidents of the United States from the Foreman M. LeBold collection.

Also in Freedom Hall is a collection of American Musicana from the BMI archives, containing the original manuscripts of many of the nation's traditional and historic music treasures.

BMI representatives at the convention are Carl Haverlin, president; Sydney M. Kaye, vice chairman of the board and general counsel; Robert J. Burton, vice president in charge of publisher relations; Roy Harlow, vice president in charge of station services; Charles A. Wall, vice president in charge of finance; Glenn Dolberg, director, station relations; Jean Geiringer, vice president in charge of foreign music; Harry Somerville, vice president in charge of non-broadcast licensing; M. E. Tompkins, president, Associated Music Publishers (wholly-owned subsidiary of BMI); Ralph Wentworth, James L. Cox, Al Marlin, Lin Pattee, Ken Sparnon, Dorsey Owings, Burt Squire, Hy Reiter, Russell Sanjek, Robert L. Fuller, Mildred Chetkin, Jane Carroll and M. H. Shapiro.

BROADCAST ADVERTISING BUREAU

ANSWERS to many problems facing broadcasters set the motif for BAB's exhibit on fifth-floor suite. Some of the questions posed by BAB are: "Interested in racking up more retail revenue for your operation? Want to know how to shoot holes through the stories advanced by your newspaper competition? Looking for the secret of how to acquire more co-op advertising dough? Know the top money-making special events of the year?"

The BAB staff of radio sales specialists is headed by President William B. Ryan and includes Kev Sweeney, vice president; Jack Hardesty, director of local promotion; Bob Steinle, retail adviser; Frank Peck, national promotion specialist; Bill Morison, production manager. They are available to explain services and for consultation on individual sales problems.

CENTURY LIGHTING INC.

THE Century Lighting booth in the exhibition hall contains displays of switchboards, lighting equipment,

(Continued on page 119)

OFFICIAL EXHIBITORS

(Conrad Hilton Hotel unless otherwise indicated)

EXHIBITION HALL

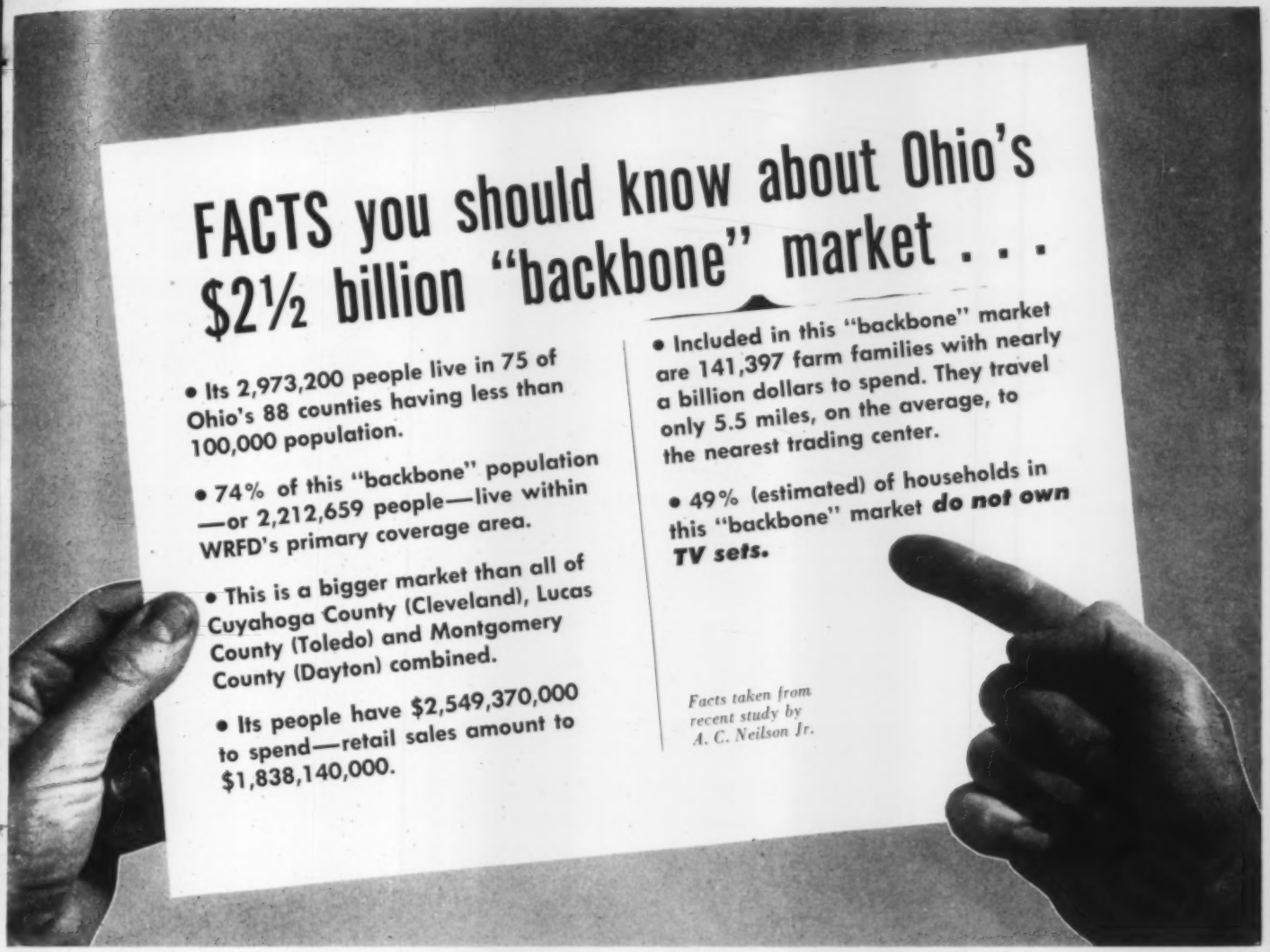
Andrew Corp.
Armed Forces Information Center
Broadcast Music Inc.
Broadcast Advertising Bureau
Century Lighting Inc.
Collins Radio Co.
Continental Electronics Mfg. Co.
Allen B. DuMont Labs
Federal Telecommunication Labs
Freedom Hall (BMI-NARTB)
Gates Radio Co.
General Electric Co.
General Precision Laboratory
Graybar Electric Co.
Kliegl Brothers
NARTB Station Relations Dept.
National Production Authority
RCA Custom Recording
RCA Engineering Products Dept.
RCA Tube Division

FIFTH FLOOR

Allied Radio Corp. 522-523
Allied Record Mfg. Co.
Altec-Lansing Corp. 542A-544A
Amperex Electronic Corp.
Ampex Electric Corp. 546A
Associated Program Service 532A-533A-534A
Audio & Video Products Corp. 548A
Blaw-Knox Division
Broadcast Advertising Bureau 551A-550A
Capitol Records Distributing Corp., Broadcast Sales Division 537A-536A-535A
CBS Television Film Sales 545-546
Columbia Transcriptions
Daven Co.
Dresser-Stacey, Ideco Division 539A
Eitel-McCullough Inc. 521A
Bruce Eells Associates
Federal Telephone & Radio Corp. 534
General Precision Laboratory 553A
Harry S. Goodman Productions 556-557
Gray Research & Development Co. 547
Graybar Electric Co. 542A-544A
Keystone Broadcasting System 515A-517A
Lang-Worth Feature Programs Inc. 512A
Magnecord Inc. 526-524A
Musicolor Inc. 560
Presto Recorded Corp. 509
RCA Recorded Program Services 512-513
SESAC 557A-556A
Screen Gems Inc. 533
Snader Telescriptions Sales Inc. 504A-505A-507A
Stancil-Hoffman Corp. 561
Standard Radio Transcription Services Inc. 502
Standard Rate & Data 530A
Television Zoomar Corp.
Transcription Sales Inc.
Wincharger Corp. 509A
World Broadcasting System 500-501-501A
Frederic W. Ziv Co. 500-501-501A

RECEPTION ROOMS

ABC-TV Network 1405A
Associated Press, The Blackstone
Blackburn - Hamilton, 1200 - 1201 - 1201A
John Blair & Co. 805A
Branham Co. 1900
BROADCASTING • TELECASTING 1205-1206-1207
CBS Television Network 2105A
Henry I. Christal Co. 805A
DuMont Television Network 2325
George P. Hollingbery Co. 2100
C. E. Hooper Inc. 719
The Katz Agency 2000
C. P. MacGregor 2136A
Robert Meeker Associates 2319
Mutual Broadcasting System 1005
NBC 2306
Edward Petry & Co. 1700
The Pulse Inc. 905A
Paul H. Raymer Co. 823 (also The Blackstone)
Standard Audit & Measurement Service 2034A
O. L. Taylor Co. 1705
Weed & Co. 1005A


FACTS you should know about Ohio's $2½ billion "backbone" market . . .
• Its 2,973,200 people live in 75 of Ohio's 88 counties having less than 100,000 population.
• 74% of this "backbone" population —or 2,212,659 people—live within WRFD's primary coverage area.
• This is a bigger market than all of Cuyahoga County (Cleveland), Lucas County (Toledo) and Montgomery County (Dayton) combined.
• Its people have $2,549,370,000 to spend—retail sales amount to $1,838,140,000.
• Included in this "backbone" market are 141,397 farm families with nearly a billion dollars to spend. They travel only 5.5 miles, on the average, to the nearest trading center.
• 49% (estimated) of households in this "backbone" market do not own TV sets.
Facts taken from recent study by A. C. Neilson Jr.

. . . and how to reach all of it at low cost on WRFD

5000 WATTS • 880 KC

WORTHINGTON, OHIO

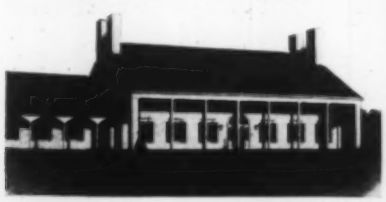
Represented nationally by O. L. Taylor Co.

• WRFD's primary signal area covers 74 of Ohio's 88 counties. Its secondary signal reaches all 88 counties plus parts of Michigan, Indiana, Kentucky, West Virginia and Pennsylvania.

• WRFD's programming to the "town and country" type of market attracts wide following—57% of farm families listen to WRFD.

• Latest Neilson reports show a total of 395,000 families listen to WRFD each week.

• In order to buy the same "backbone" market coverage reached by WRFD, as many as 25 local stations would be necessary.



Beautiful new Colonial studios of WRFD offer Ohio's finest radio production facilities.

WRFD COVERS OHIO

Radio Station WRFD
Worthington, Ohio

I'd like to know more about Ohio's $2½ billion "backbone" market. Please send me complete market data on WRFD prepared by A. C. Neilson Jr.

Name_____

Firm_____

Address_____

City_____ State_____

Thesaurus will open sponsors' doors
with
the FREDDY
a quarter hour
his singing saxophone
FEATURING MERV GRIFFIN

MARTIN SHOW

of radio sales magic that sells for you!

. . . the same famous **"Freddy Martin Show"** that has built loyal radio audiences for, and made happy sponsors of, Campbell Soup, RCA Victor, American Oil, Lady Esther, Maybelline, Elizabeth Arden and Coca-Cola!

. . . the same famous **"Freddy Martin Show"** that is paying off for advertisers on television today . . . the same versatile showmanship that has captivated the listening public through the years!

NOW, this same famous **"Freddy Martin Show"**—newly transcribed with current tunes added—is yours to build audiences . . . to win permanent sponsorship for your station. Here is truly big-name value that years of contact with the public has created. It's top-flight entertainment, all wrapped up in a quarter-hour program to sell time and make talent fees for you!

MURRAY ARNOLD

the MARTIN MEN

Thesaurus . . . THE LIBRARY THAT PAYS ITS OWN WAY WITH EASY-TO-SELL SHOWS

"Date in Hollywood"
Phil Spitalny's "Hour of Charm"
"The Wayne King Serenade"
"Music by Roth"
"The Tex Beneke Show"
"Sons of the Pioneers"
"Hank Snow and His Rainbow Ranch Boys"
"Swing and Sway with Sammy Kaye"

AND MANY, MANY MORE!

. . . complete with sponsor-selling brochures, audience-building promotion kits and sales-clinching audition discs.

YOUR KEY WILL UNLOCK ROOM **512** (NARTB)

. . . and the secret to having your "steak" and eating it, too!

Thesaurus your "steak" in programming

THE NEW ERA IN *Thesaurus* recorded program services

RCA

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

630 Fifth Avenue, New York 20, N. Y.	JUdson 2-5011
445 N. Lake Shore Drive, Chicago 11, Ill.	WHitehall 4-3530
1016 N. Sycamore Ave., Hollywood 38, Calif.	HIllside 5171
522 Forsyth Bldg., Atlanta 3, Ga.	WAlnut 5948
1907 McKinney Ave., Dallas 1, Texas	RIverside 1371

PHONE OR WRITE TODAY FOR THESAURUS BROCHURE!

EXECUTIVE STAFF AT NARTB HEADQUARTERS

JUDGE MILLER

Mr. ARNEY

Mr. DOHERTY

JUSTIN MILLER

WHEN the history of radio and TV in the mid-century period is written, a prominent place will be reserved for Judge Miller—jurist, teacher, administrator, lawyer and authority on Constitutional law. For seven years Judge Miller has led the industry's battle to obtain freedom of speech paralleling that enjoyed by printed media.

His ingratiating smile and his occasionally caustic tongue are widely known in government and industry. From 1945 to mid-1951 he was NARTB's president, resigning a federal appellate judgeship to accept the post. Last year he was honored with NARTB's board chairmanship, a newly-created position.

Last November Judge Miller was named chairman of the Salary Stabilization Board, the government agency extending wage stabilization policies into the field of salaried persons. He is dividing his time between NARTB, where he also is general counsel, and the SSB.

* * *

HAROLD E. FELLOWS

THE MAN who directs the operation of NARTB, with its far-flung activities on behalf of broadcast and TV stations, is Harold Fellows, now nearing the end of his first year as president. He took office last June 4 as the selection of a committee that had combed the nation for the best man to run the association.

A long background as a professional entertainer goes with Mr. Fellows' 19-year administrative career with CBS at WEEI Boston. At the first plunk of a guitar after sundown, he'll set up an impromptu barber-shop quartet. A dozen times a day he's likely to point up a policy or dramatize a situation by recalling a highly apropos story from his big collection.

At NARTB he has shown a tremendous capacity for hard work and achievement. He has an uncanny memory and often will surprise, and sometimes embarrass, an NARTB department head by recalling details of a conference held months ago.

* * *

C. E. ARNEY JR.

BROADCAST problems have been dumped into "Bee" Arney's lap more years than most NARTB members can remember. Actually he's just been at the association 12 years but it probably seems longer to the secretary-treasurer when he looks back at the conventions and district meetings he has arranged, to say nothing of a few hundred committee sessions.

As secretary - treasurer of NARTB Mr. Arney is custodian of finances, keeper of the budget, manager of all conventions and meetings, supervisor of the by-laws and director of most of the business projects that require directing.

After graduating from U. of Washington with a law degree in 1915, he spent three years in the office of the U. S. Attorney General in the Nation's Capital. After that he did organization work in the Northwest until 1932 when he joined KOL Seattle as commentator and legislative specialist, later becoming public relations director of KOMO-KJR Seattle.

* * *

ROBERT K. RICHARDS

EXACTLY five years ago Robert K. Richards took over direction of the association's public relations. Believing that some of the best public relations are strictly private, he is credited with one of the best jobs of any publicist in American industry. Three years ago the title was changed to director of public affairs in keeping with the broad scope of the position.

Major achievement was development of the Voice of Democracy Contest, with a million high school students competing annually for scholarships. Radio - Television Mfrs. Assn. and U. S. Junior Chamber of Commerce share in the project.

Mr. Richards is an Ohio State U. graduate. He entered radio at WHKC Columbus (then WAIU), reaching WSPD Toledo by way of WJR Detroit and WCPO Cincinnati. In 1941 J. Harold Ryan stepped into the Office of Censorship as assistant director and put Mr. Richards in charge of radio. He left that office in 1944 to become editorial director of BROADCASTING • TELECASTING, moving to the old NAB in April, 1947.

* * *

RICHARD P. DOHERTY
CHARLES H. TOWER

THERE's no busier office at NARTB headquarters than the Employe-Employer Relations Dept. where Richard P. Doherty and his assistant, Charles H. Tower, can generally be found with a phone in each hand and one or two others jangling on the desk.

Mr. Doherty has been at NARTB over six years, having previously taught economics at Boston U. In Boston he was a key figure in developing cooperation between management and labor. A few weeks ago he attended the International Labor Organization meeting in Switzerland as a delegate representing American management. He has been a member of the Wage Stabilization Board since last May 8.

Mr. Tower has been at NARTB since February 1949, also coming

(Continued on page 116)

Mr. FELLOWS

Mr. RICHARDS

Mr. TOWER

a simple statement of SUCCESS:

In 1951– **WPAT** *INCREASED ITS* *NET BUSINESS BY .....* **48.4%**

OVER 1950!

and still climbing ....

In 1952– **WPAT** *INCREASED ITS* *NET JAN-FEB. BUSINESS...* **73.2%**

OVER 1951!

IF YOU ARE NOT WITH US MAYBE YOU SHOULD BE.

WRITE OR PHONE FOR DETAILS

5000 WATTS

RESULTS WPAT

930 KC

PATERSON, N. J.

SERVING METROPOLITAN NEW YORK and NEW JERSEY 24 HOURS DAILY.

CAB MEETS IN TORONTO

Neill, Elphicke Re-elected

ENDORSEMENT of policy to establish broadcasting as a form of publishing under the laws of Canada, plans to establish a directorate of research within the broadcasting and advertising industry and discussions on station management and selling featured the 27th annual meeting of the Canadian Assn. of Broadcasters at Toronto March 24-27.

Numerous internal association business problems ranging from use of editorials to non-promotional factual rate cards, from unattended transmitter operation to applications for television stations, were discussed at closed business sessions.

Malcolm Neill, CFNB Fredericton, and F. H. Elphicke, CKWX Vancouver, were re-elected chairman and vice-chairman respectively of the CAB board of directors. Other directors elected by various regional associations for 1952-53 period were Gordon Love, CFCN Calgary; Ed Rawlinson, CKBI Prince Albert; William Speers, CKRC Winnipeg; Ralph Snelgrove, CKBB Barrie; Arthur DuPont, CJAD Montreal; Ken Soble, CHML Hamilton; Henri LePage, CHRC Quebec; Dr. Charles Houde, CHNC New Carlisle, and Finlay MacDonald, CJCH Halifax.

Close to 400 members of the broadcasting industry in Canada and the U. S. attended the four-day session of the CAB at the Royal York Hotel, Toronto.

In welcoming the delegates, Malcolm Neill, CAB chairman and manager of CFNB Fredericton, N. B., stated that the future of radio looks bright, that business is good and shows prospects of becoming even better.

He reviewed the activities of one of the most important years in the CAB's history and told CAB delegates that a committee had met with Canada's Prime Minister, Louis St. Laurent, to inform him of the views of the CAB on the Massey Royal Commission report in which a minority report recommended a separate regulatory body for broadcasting, a prime aim of the CAB.

Neill's Welcome

Mr. Neill welcomed four new members to the association and the attendance of a number of American broadcasters including Judge Justin Miller of NARTB. He paid special tribute to the presentations made by CAB General Manager Jim Allard before the Canadian Parliamentary Radio Committee at Ottawa.

Mr. Neill pointed to the lack of TV stations in Canada and said Canadian broadcasters had applied for some time for licenses for stations which could be built without expense to the taxpayer.

He stated "a completely unrealistic and not unselfish national policy has rendered it impossible for individual private companies to obtain licenses."

He urged broadcasters "to inform the Canadian people through our own facilities just why it is that there is no television and that private radio can and will provide television at no cost to the taxpayer if the government can be persuaded to abandon its present unwarranted and completely unjustified policy of discrimination against a large segment of our population.

"Under the present completely inadequate plan for television development two stations are presently under construction, one in Montreal and one in Toronto. They are now tentatively scheduled to commence operations in August. Several million dollars of tax money contributed by all Canadians is being spent on these two stations to provide the people of Montreal and Toronto alone with a nebulous television service."

John Sheridan, executive secretary of the Canadian Chamber of Commerce, Montreal, told broadcasters in the opening Monday morning session that his organization backed the CAB on the need for a separate regulatory body for broadcasting and that TV development should not be confined to any governmental agency or corporation, but should be developed as freely and rapidly as possible by private capital. He pointed to the need for a strong trade association which would govern the industry voluntarily, rather than through government regulation.

A business session followed during which principles of recording two-way telephone conversations for broadcasting purposes were discussed by representatives of the Canadian Telephone Assn. The entire subject which only concerns a minority of Canadian broadcasters at present, is to be studied from a standpoint of possible libel suits.

A number of resolutions of the CAB Sales Advisory Committee were discussed dealing with technical problems of contracts and mail order business.

The first Monday afternoon session featured Adam Young Jr., New York; Philip Merryman, WICC Bridgeport, and Jack Blick, CJOB Winnipeg, who told of various methods which can be used to develop new business.

Programming Ideas

Mr. Merryman dealt with development of local news services, forum broadcasts, programs for teenagers, special sports broadcasts and news commentaries. He stated these would help stations become more important in their communities and urged staff members to take part in all civic activities as a means of building more business for the local station.

Mr. Blick gave specific instances of how his 250 w station is selling new accounts and increasing present accounts.

Mr. Young told Canadian station owners that their rates were too low and that they should develop special campaigns for specific industries by going direct to the men who make decisions on the advertising budgets of companies and industries.

Second session Monday afternoon dealt with training of salesmen. Wallace R. Parr, Manufacturers Life Insurance Co., Toronto, stated radio should study sales techniques used by other businesses selling "intangibles" as radio does and apply them with profit to their own business.

Maurice Mitchell, Associated Program Service, New York, stated "there is no sales force in radio that cannot be trained to do better." He urged station managers and sales managers to train their staffs for maximum effectiveness, to train salesmen to produce income for their stations, to produce professional salesmen and to educate salesmen in the problems of their customers as an aid to selling their stations.

William Guild, CJOC Lethbridge, at the annual dinner on March 26 was presented the John J. Gillin Memorial Award, the second year it has been presented. CJOC won the award for its community services, which included raising funds for a central meeting place for the local boy scouts.

Eighty-six per cent of all Canadian broadcasting stations on the air are now members of the Bureau of Broadcast Measurement, Charles R. Vint, president of BBM, Toronto, reported at the eighth annual meeting held in conjunction with the CAB convention on Tuesday morning. He stated that 100,000 ballots had been sent out for 1952 survey which will be ready this summer as soon as census figures of radio homes by counties are available from the Dominion Bureau of Statistics, based on the 1951 Canadian census.

The meeting elected three directors to BBM for three year periods: F. J. Otterbein, General Foods Ltd., Toronto, representing advertisers; G. C. Hammond, Cockfield Brown

(Continued on page 137)

CANADIAN Assn. of Broadcasters drew executives from near and far at its meeting March 24 at Toronto's Royal York Hotel. Among them were (l to r): Seated, Stuart McKay, All-Canada Radio Facilities, Toronto; Perce Gaynor, All-Canada, Winnipeg; Mrs. Pete McGurk, Weed & Co., New York; Gerry Gaetz, CJCA Edmonton; Helen Thomas, Street & Finney, New York; Pete McGurk, Weed & Co., New York. Standing: Hamilton Shea, NBC New York; Joe Weed, Weed & Co., New York; Guy Herbert, All-Canada, Toronto; Robert Thompson, Weed & Co., New York; Bill Hinman, Kenyon & Eckhardt, New York; F. H. Elphicke, CKWX Vancouver; Hub Jackson, Joseph Hershey McGillvra Inc., New York; Chet Slaybaugh, Morse International, New York; Joseph Hershey McGillvra, JHM New York, and Neil Weed, Weed & Co., Chicago.

* * *

* * *

KFWB

• LOS ANGELES •

is pleased to announce the appointment of

THE BRANHAM COMPANY

as its exclusive national representative

CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO DETROIT
ST. LOUIS DALLAS ATLANTA CHARLOTTE MEMPHIS

For twenty-six years KFWB has been the outstanding independent in Southern California . . . outstanding in music, news and sports . . . outstanding in special features and public service.

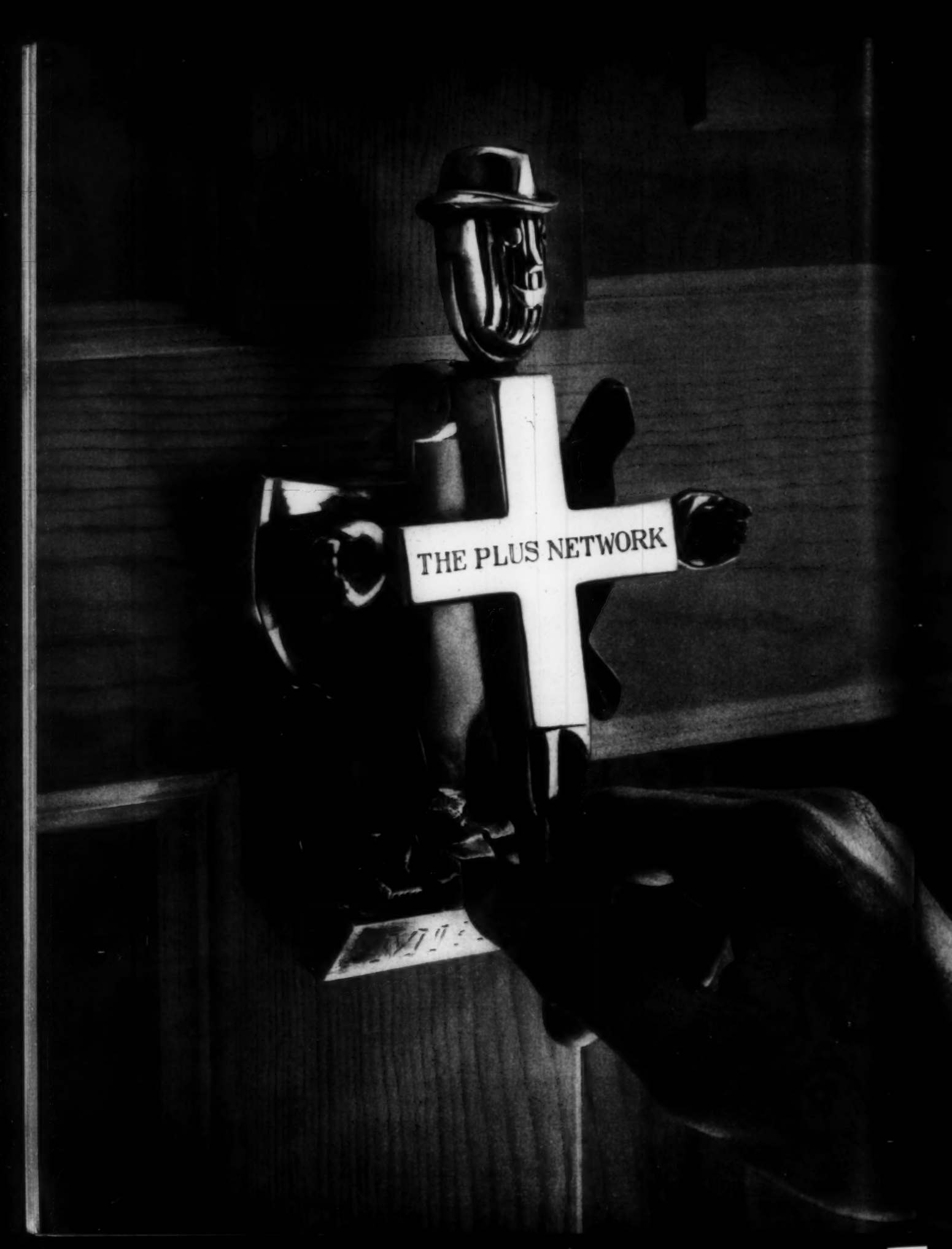
KFWB will continue to be your outstanding buy.

FOR AVAILABILITIES AND FURTHER DETAILS ABOUT KFWB CALL OR WRITE YOUR NEAREST BRANHAM MAN TODAY

KFWB 980 kc 5000 w

HARRY MAIZLISH • PRESIDENT AND GENERAL MANAGER

ONE OF THE OLDEST RADIO STATIONS IN THE NATION... 26 YEARS ON THE AIR, WITH ONE OF THE FINEST RECORDS OF PUBLIC SERVICE!


THE PLUS NETWORK

Open Door Policy:

Mutual's Mister PLUS is more proficient than ever before at the job of opening doors...to U.S. homes where buying decisions are made... and to U.S. offices where selling decisions are made. He opens the *family* door with better shows on nearly twice as many stations as any other network – and wins a larger audience-share than ever (NRI, full-year, '51 vs. '50). He opens the *office* door with new ways to use the sellingest medium of all – and wins the only gain in client billings in all network radio (PIB, full-year, '51 vs. '50). A tap on *our* door can open doors-by-the-million for *you*!

The MUTUAL Network of 550 Affiliates

BEEHIVE RADIO

KSL Keys New Group

NEW REGIONAL chain, the Beehive Radio Network, uniting five CBS stations with KSL Salt Lake City as key outlet, will begin service to advertisers April 1, according to Frank B. McLatchy, manager. Business offices for the new organization are located in the Union Pacific Bldg., Salt Lake City. Stations will be represented nationally by CBS Radio Spot Sales.

Other stations involved are KSUB Cedar City, Utah; KEEP Twin Falls, KEYY Pocatello and KID Idaho Falls, all Idaho. Group derives its name from the beehive symbol of the early territory of Deseret which now includes Utah and southern Idaho.

New network reportedly covers every section of the intermountain market. Staff of two merchandising men will be located at KSL, with another at each of the other four stations.

RALEIGH AD CLUB

Holds First Sales Clinic

FIRST annual advertising and sales promotion clinic was held by the Raleigh Advertising Club, Raleigh, N. C., last week. Over 100 people in the field from the eastern part of the state attended.

Maurice B. Mitchell, vice president of Associated Program Service, addressed the group on radio advertising. Don G. Mitchell, president of Sylvania Electric Products Co., spoke to the group on marketing and how it affected advertising men and women.

Others who spoke were D. Hiden Ramsey, business manager, *Asheville Citizen Times;* Kenneth Slifer, vice president, N. W. Ayer & Son; T. S. Ferree, director, Ferree Studios, Raleigh; Kay Lee, advertising manager, Smartwear—Irving Saks, Roanoke, Va., and Albert Bliss, president of Bliss Display Corp.

U. S. BOND UNIT

Names Three Acting Chiefs

THREE acting chiefs have been named by the U. S. Savings Bond Division, Advertising & Promotion Branch, in a re-grouping of functions. Edmund J. Linehan, former radio-TV chief, now heads the Advertising Section, under which radio and TV operate. He formerly was at KSO and KRNT Des Moines.

John K. Koepf, formerly advertising staff TV specialist, heads the new Public Liaison Section. He is formerly of Fort Industry Co., WLW Cincinnati and Radio-Television Mfrs. Assn. Jacob Mogelever, former press chief, heads the new Promotion Section. Harold N. Boyer, former chief of production and distribution, has been named assistant to Elihu E. Harris, new director of the Advertising & Promotion Branch.

STATEMENT BY FREDERIC R. GAMBLE, PRESIDENT, AMERICAN ASSN. OF ADVERTISING AGENCIES

THE SECOND annual meeting of NARTB, the expanded successor to NAB, rounds out a year of good work. If "well begun is half done," broadcasters must be taking pride in the way that their new organization is taking hold.

Mr. GAMBLE

Agency people send their best wishes for a successful convention and they will be following the proceedings with interest.

We salute Hal Fellows; also those responsible for the new NARTB TV Code; also the NARTB Committee on Standardization, working with our AAAA Committee on Radio and Television Broadcasting on the new spot contract form for television; also Bill Ryan and the reactivated BAB; also our good friends in broadcasting everywhere.

The extent of agency interest in television is shown by our own AAAA annual meeting in April, when for the first time we're devoting an entire business session to television. The topics show the kind of things we're concerned about:

"Television As of Now": An evaluation of the present status of television and the post-freeze outlook, with special emphasis on costs.

"Television Rating Services": A critical analysis by well-qualified research people of the differences and deficiencies.

"A Hollywood Look at Television Production," with emphasis on the film vs. live question.

And "How to Write Television Commercials, or the Mystery of the Barn Door Wipe," with kinescope and other examples.

This reflects a healthy interest by agency people in learning how to do a better job with this complex new medium.

At the same time, radio seems to be doing very well, too. We see a steady continued rise in set ownership, a hefty growth in spot business and some recent rebound in network sales.

I don't mean to say that all is rosy. There are some astounding deficiencies in broadcasting compared with most other media. Among them are: (1) The lack of any machinery to investigate and report upon agencies, (2) the apathy on the part of so many independent broadcasters toward the 2% credit safeguard, (3) the loose collection practices, (4) the resulting high credit losses, (5) the instance of discriminatory rate practices and (6) the lack of use for the contract for spot radio broadcasting. It is quite a list, but not impossible if we work hard on the problems together.

Even if "well begun is half done," there is still a lot to do.

HORAN BILL

Hardy Sees Crosser

THERE may be some action in the House on the measure to clarify the political broadcast issue—that is, if the House Interstate & Foreign Commerce Committee can squeeze it into its current workload.

This was the indication that Rep. Robert Crosser (D-Ohio), chairman of the commerce group, gave Ralph Hardy, NARTB government relations director, in a meeting on Capitol Hill. Mr. Hardy discussed the Horan bill (HR 7602) with Chairman Crosser, who reportedly indicated he favored quick study of the bill sponsored by Rep. Walt Horan (R-Wash.).

However, Chairman Crosser noted the heavy workload his committee is trying to buck at the present time. The Horan bill would amend Sec. 315 of the Communications Act to define a legally qualified candidate, the process to follow for a person speaking on behalf of a candidate and what the broadcaster liability would be.

It is understood that the Senate Interstate & Foreign Commerce Committee would give the bill, if cleared through the House, a quick sendoff in an attempt to get the legislation through Congress before adjournment and in time to become effective in this election year.

At the same time, NARTB is mailing copies of the bill to all NARTB members and Mr. Hardy is putting NARTB's position on the matter in letters to members of the House committee.

'Uncle Dave' Macon

"UNCLE DAVE" MACON, 81, veteran entertainer on the *Grand Ole Opry* program that originates from WSM Nashville, died March 22 in a Murfreesboro, Tenn., hospital. He was one of the first entertaniers on the show and made his last appearance March 1. He is survived by seven sons.

PRESTON NAMED

In ABC Realignment

AS PART of revised engineering and general services activities of ABC, John G. Preston, network chief allocations engineer, last week was appointed director of engineering facilities and general services, Frank Marx, ABC vice president in charge of engineering, announced Tuesday.

Network's decision to set up the new division under Mr. Preston's direction came as a result of "lengthy study" of expansion necessitating assignment of new responsibilties, spokesmen stated.

Under new system, Mr. Preston will direct activities of allocations and facilities engineering divisions, building maintenance and operation, purchasing and telephone services, plus central typing, mail and messenger, guest relations and staging divisions. Latter category was formerly under supervision of ABC's television programming department.

In broadcasting since 1930, Mr. Preston resigned as chief of the standard broadcast hearing section of the FCC to join ABC in 1946.

An associate member of the Institute of Radio Engineers and Assn. of Federal Communications Consulting Engineers, Mr. Preston has served on FCC-industry engineering committees as well as committees of the then-NAB, TBA and on panels of the National Television Systems Committee. He was also a member of U. S. delegation to the 1947 North American Regional Broadcasting Agreement meeting in Havana.

WESTINGHOUSE PLANS

Production to Expand 50%

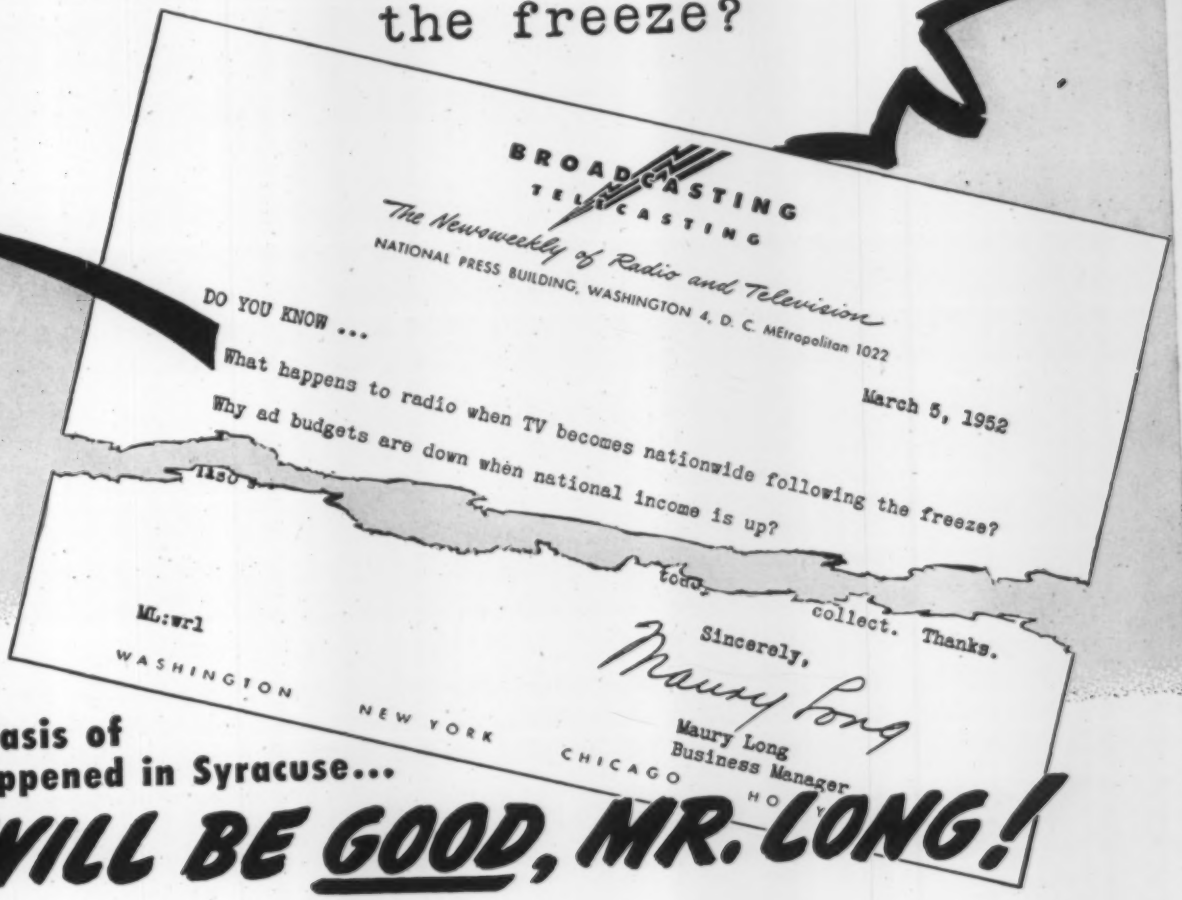
UNDER current expansion program, production facilities of Westinghouse Electric Corp. will jump about 50% within the next three years, Westinghouse President Gwilym Price told the Boston Chamber of Commerce.

Mr. Price said that around $300 million will be invested for new plants and facilities, with sites yet undetermined. Designation of sites will hinge on the tax situation, he added. Tax structures of both Massachusetts and Pennsylvania discriminate against business firms, Mr. Price told the chamber.

AMA Student Meet

MORE than 400 students from 25 universities and colleges are expected to attend the second annual Metropolitan Student Marketing Conference sponsored by the New York chapter of American Marketing Assn. Morning and afternoon sessions will be held April 4 at Columbia U., New York. John M. Fox, president, Minute Maid Corp., will address the morning session; Clancy Isaacs, president, Tricolator Corp., is the afternoon speaker. Conference fee is 75 cents.

What happens to radio when TV becomes nationwide following the freeze?


BROADCASTING
TELECASTING
The Newsweekly of Radio and Television
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C. MEtropolitan 1022

DO YOU KNOW ...

What happens to radio when TV becomes nationwide following the freeze?

March 5, 1952

Why ad budgets are down when national income is up?

collect. Thanks.

Sincerely,

Maury Long

Maury Long
Business Manager

ML:wrl

WASHINGTON NEW YORK CHICAGO

On the Basis of What Happened in Syracuse...

IT WILL BE GOOD, MR. LONG!

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the results:

Survey	Date	Number of Homes Called	Number of TV Homes	TV Homes Only, Average Hours per Day	
				Radio	Television
No. 1	Oct. '51	763	493	2.90	4.50
No. 2	Dec. '51	704	493	3.24	4.76
Combined		1467	986	3.07	4.52

The Survey Also Showed:

1. An average of 2.4 radios per TV home.
2. 61 radios purchased *after* the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has *not* replaced radio—merely *supplements* it as a source of information and entertainment.

Another Significant Fact...
WSYR BLANKETS RICH CENTRAL NEW YORK

WSYR SYRACUSE
570 KC

NBC Affiliate. WSYR-AM-FM-TV... the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.

Question:

Why do you prefer A

Answer:

Edward J. Hirshberg,
President
WEDO, McKeesport, Pa.

"Because AP news is the most saleable item we have. Sustaining newscasts on WEDO are non-existent."

Answer:

T. Frank Smith,
President
KRIS, Corpus Christi, Tex.

"Because listeners have a whole-hearted respect for our AP newscasts. AP is one of our best revenue producers year in and year out! Sponsors call it 'asset' and 'finest investment'."

Answer:

Glenn S. Shaw,
Manager
KLX, Oakland, Cal.

"Because AP news is a top factor in making KLX the most listened-to independent in America's No. 7 market."

Answer:

G. LaVerne Flambo,
Executive Vice-President
WQUA, Moline, Ill.

"Because AP newscasts are a sellout on this station! They place us head and shoulders above our competition."

Answer:

Richman Lewin,
General Manager
KTRE, Lufkin, Tex.

"Because AP news is the biggest single money maker KTRE has. The service more than pays for itself."

Answer:

B. J. McElligott,
General Manager
KSDN, Aberdeen, S. D.

"Because AP news is a great service to KSDN's vast rural audience. AP news programs are top money-getters on this station."

Answer:

Lewis L. Carter, Jr.,
Program Director
WHWB, Rutland, Vt.

"Because no other feature sells as well as AP news. We even get fan mail on it."

Answer:

Julian F. Skinnell,
Operation Manager
WLBR, Lebanon, Pa.

"Because at WLBR there are more sponsored programs using AP news than any other program type, including music. Our highest audience ratings are achieved with AP news!"

Hundreds of the country's finest stations announce with pride **"THIS STATION IS A MEMBER OF**

r AP NEWS?

Answer:

J. T. Snowden, Jr.,
General Manager
WCPS, Tarboro, N. C.

"Because our success is due largely to well-written, well-prepared AP news copy. AP is as valuable to us as our right arm!"

Answer:

Jock MacKenzie,
General Manager
WMOU, Berlin, N. H.

"Because our AP news programs are among the greatest audience-pullers, as sales of newscasts show! AP more than pays for itself!"

Answer:

Orville F. Burda,
General Manager
KDIX, Dickinson, N. D.

"Because sponsors of AP newscasts get the kind of results that mean automatic renewals year after year! One sponsor says it's the equivalent of ten salesmen in the field."

Answer:

John M. Snyder,
Managing Director
WFBG, Altoona, Pa.

"Because AP service is tops for good programming and easy sales. It always gives us top ratings."

ER OF THE ASSOCIATED PRESS."

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

Success is measured in RESULTS . . . RESULTS that evidence profit! That's why Associated Press news is a valued asset for so many stations and sponsors. AP's fast, adept, superlative news coverage produces major audiences . . . avid followers of the news . . . responsive to the sponsor's message.

For complete information on how you can achieve results with AP news . . . contact your AP Field Representative . . . or WRITE

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

A Sponsor-Tailored Program • A Sponsor-Tailored Idea • A Sponsor-Tailored Copy Format

MR. ADVERTISER:

You get more for your dough on radio

and Standard stations show you how to do it with a service sponsor-tailored to your advertising needs.

Mr. Station Manager:
Give your sponsors the benefit of the

Sponsor-Tailored Service

(See us in Room 502 at the Convention)

Standard Radio Transcription Services, Inc.

140 N. La Brea Avenue, Hollywood • WEbster 8-9181

360 N. Michigan Avenue, Chicago • CEntral 6-0041

444 Madison Avenue, New York City • PLaza 3-4620

MEMBERSHIP

NARTB Totals 1,506 As of March 1

MEMBERSHIP of NARTB totaled 1,506 as of March 1, compared to 1,446 a year ago, according to the annual convention report of Secretary-Treasurer C. E. Arney Jr.

The membership consists of 973 AM stations of the 2,410 licensed or holding construction permits, or 40% of the total; 370 FM stations of 650, or 57%; 83 of 108 TV stations, or 77%. In all, NARTB has 1,426 station members out of 3,168, or 45% of the total.

Last year NARTB had 959 AM stations (41%), 374 FM stations (55%) and 43 TV stations (39%). There are 74 associate members compared to 70 a year ago. In addition two radio networks are members along with all four TV networks.

NARTB membership is strongest in the affiliate station category, with 768 of 1,590 network affiliates, or 48%, belonging to the association. Among non-affiliates, 237 out of 892 are members, or 27%.

NBC Affiliates Highest

NBC's affiliates have the highest NARTB membership percentage, 66%, compared to CBS, 65%; ABC, 55%; MBS, 44%; Liberty, 31%. District 4 (Va., D. C., N. C., S. C., Md. in part) continues to have the most members of the 17 U. S. areas, with 154 stations enrolled. Ranking second is District 3 (Pa., Md., W. Va., Del.) with 130 members. District 6 (Ark., La., Miss., Tenn.) is third with 111 members.

In a statement of income and expenses for the period March 1, 1951, to Feb. 29, 1952, Mr. Arney reported income totaling $577,196 and expenses of $508,487, or $68,709 less than income. The receipts consisted of $527,821 dues from memberships, $1,173 from engineering handbooks, $2,367 from pamphlets and $45,833 miscellaneous.

Expenses consisted of $306,704 salaries, $151,128 general and office expense, $2,937 committee expense, $41,406 travel, $5,310 contingent.

Breaking down the balance sheet by television income and expense, Mr. Arney showed $103,675 dues from TV memberships, $4,275 subscriptions to TV publications and $241 miscellaneous, a total TV income of $108,191. TV expenses consisted of salaries $26,347, committees $744, travel $1,468, general and office $50,711 and contingent $4,692, or total expense of $83,963. This showed expenses ran $24,227 less than income in the TV part of the association.

The balance sheet includes a liability item of $3,721 due to Broadcast Advertising Bureau in uncollected dues.

NIELSEN, NOTARO

Merger Talks Continue

NEGOTIATIONS between A. C. Nielsen Co. and Michael Notaro, treasurer of Standard Audit and Measurement Co., toward merger of the two audience rating services are continuing, according to a statement released by A. C. Nielsen last week.

The statement was made after an earlier announcement by Kenneth Baker, Standard president, that the A. C. Nielsen Co. proposals had been rejected [B•T, March 24].

The statement from Mr. Nielsen follows:

The fact of the matter is that negotiations between A. C. Nielsen Co. and Michael Notaro, owner of Standard Audit and Measurement Services Inc., are continuing very actively. However, it would be very difficult, at this stage, to predict the outcome.

Meanwhile, production of Nielsen coverage service is proceeding at the high speed required to make sure that this will be the first 1952 station and network coverage service available to the industry, and the first such service covering television as well as radio.

Leaders in the industry have been quick to recognize the vast superiority of the techniques we are using, and we are confident that, irrespective of whether this service is eventually consolidated with any other, it will quickly become the standard of the industry, exactly as is true with other Nielsen services in the radio, television, food and drug industries.

CHURCH JR. IS NAMED

To New KMBC-KFRM Post

ARTHUR B. CHURCH Jr. was appointed administrative assistant of KMBC Kansas City and KFRM Concordia, last Thursday by the president and founder of the stations, Arthur B. Church, his father.

Mr. Church Jr.

Arthur Jr. joined the stations last August after completing a year with WBBM Chicago where he served in a sales capacity under the direction of H. Leslie Atlass, CBS vice president in charge of the CBS Central Division. He also had spent a period of TV production study at CBS Television, New York, at the invitation of CBS President Frank Stanton. At KMBC and KFRM, Arthur Jr. has been in program sales under supervision of George J. Higgins, vice president and managing director.

Catholic Broadcasters

MIDWESTERN regional meeting will be held by the Catholic Broadcasters Assn. in Chicago April 19 with WFJL (FM) that city acting as host to Catholics in the field of radio and television who are expected to attend. Both religious and lay leaders have been invited.

waga

FIRST IN ATLANTA
In Out-of-Home Listening*

Of the 18 Saturday and Sunday evening programs most listened to outside the home—

WAGA had 9 FIRSTS
Station "A" had 5 FIRSTS
Station "B" had 3 FIRSTS
Station "C" had 1 FIRST

Of the 7 Monday-through-Friday daytime programs most listened to outside the home—

WAGA had 7 FIRSTS

The station that gives you more listeners per dollar than any other Atlanta station also gives you a bigger bonus in out-of-home listeners!

*According to the Pulse of Atlanta survey of out-of-home listening, January 1952.

waga is CBS
IN ATLANTA, GA.
590 on the dial

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
TOM HARKER, National Sales Mgr. • 488 Madison Ave., New York 22

A FORT INDUSTRY STATION

CAMPAIGN CODE

Proposed For All Media

PROPER USE of media, principally radio-TV, by political candidates in their campaigns is the gist of what the Senate Elections Subcommittee may incorporate in a proposed "code of conduct."

Chairman Guy M. Gillette (D-Ia.) has disclosed the drafting of such a code which he hopes will mean cleaner and more ethical campaigns by candidates this year. His subcommittee has been investigating 1950 Senatorial races, and Chairman Gillette will ask it to approve his code at an early meeting.

The code would have no force of law but would be set up as guideposts for candidates. Candidates would be advised to be careful of their expenditures and to know who is spending money on their behalf.

Additionally, Sen. Gillette was hopeful that the subcommittee will approve some changes in the election laws this year. It was learned that one proposal, favored by witnesses who testified before the subcommittee, is being given careful consideration. That would be a lifting of ceilings on overall campaign expenditures of the national political committees. Each committee is limited by the Hatch Act to a total $3 million expenditure in a calendar year.

Staff members of the subcommittee do not see any attempts to place a limit on the amount any candidate can spend on a specific medium, such as radio or TV, as such a law probably would be unconstitutional.

At the same time, the subcommittee is keeping a close watch on the court rulings on the constitutionality of Florida's new election law. That law says supporters of political candidates in the state must buy radio time through the candidate's campaign treasurer. It was upheld by Circuit Judge Tillman in a recent ruling [B•T, March 24].

BATISTA FREEDOM VIEW

Is Lauded by IAAB Council

SUPPORT of 3,800 Western Hemisphere radio stations was given Gen. Fulgencio Batista, new president of Cuba, in connection with his declarations on behalf of freedom of expression and enterprise by the Inter-American Assn. of Broadcasters' Executive Council.

The IAAB group sent a radiogram to Gen. Batista. Its signatories included Gilmore Nunn, WLAP Lexington, Ky., American delegate; Goar Mestre, CMQ Havana, Cuban delegate, and Jose Ramon Quinones, WAPA San Juan, P. R., among others.

Meeting in Panama, the IAAB council and the Inter-American Press simultaneously declared their support of forceful action and mutual defense in the fight to maintain free speech and enterprise in the Western Hemisphere.

STATEMENT BY PAUL B. WEST, PRESIDENT, ASSN. OF NATIONAL ADVERTISERS

ADVERTISERS, in preparing for this spring's ANA meeting, selected as their theme, "Combatting the Profit Squeeze by Better and More Effective Advertising and Merchandising."

This theme, it seems to me, is clearly indicative of the thinking and planning by industry for the immediate future and represents an important stride forward in the progress of all advertising. As we expand our ability to make goods and services available, the sales and advertising departments of U. S. companies have geared up to operate at greater efficiency per advertising dollar.

Mr. WEST

Fortunately, the efficiency of all advertising media is increasing as we improve our knowledge of advertising methods and our skill in using this great sales force. Also contributing significantly to this heightened efficiency is the increasing cooperation and understanding among advertisers, agencies and media.

It seems apparent that through this continued cooperation between the buyers and sellers of advertising which has resulted in such activities as the Advertising Research Foundation, we'll be able to meet the demands for an expanded economy and use advertising more efficiently both in selling goods and as a vital communications tool in selling ideas.

AIR FORCE CUT

Fate of Two Shows Hangs in Balance

THE AIR FORCE may be forced to drop two public service radio programs this summer as a result of a slash in its public information staff directed by Air Force Secretary Thomas Finletter.

It was revealed that the *Air Force Hour* on MBS and *Serenade in Blue*, which is carried by over 2,000 stations, may be cancelled for lack of writing and production personnel. Secretary Finletter ordered a 65% cut in personnel by May 1.

An Air Force authority described the radio shows as a "vital part" of the branch's public information activities and said the paring would "drastically reduce the ability of the Air Force to offer vital recruiting and other information to the American people." Channels of contact with the networks and stations on other participations, including TV, also will suffer, it was claimed.

The *Air Force Hour* has been on the air four years. *Serenade* is broadcast by 2,106 stations on a transcribed basis. Both are offered to stations as public service features. Personnel involved in all radio-TV activities will be cut to one officer under the Finletter directive.

Serenade costs 33¢ per week per station for mechanical production and an Air Force survey estimates that the service receives $2,958,522 in free time on a 52-week basis. This is computed by taking Class B time at local card rates for a quarter-hour program. The show is written and produced at Bolling Air Force Base, Washington, with mechanical costs defrayed out of recruiting funds.

Operations for the program is handled by the Features Branch (radio-TV-motion pictures) of the Office of Public Information, Dept. of Air Force, with Lt. Col W. S. Evans as chief.

The Finletter directive followed Congressional criticism over number of public relations personnel in the Air Force and other branches. Rep. F. Edward Hebert (D-La.), chairman of a House subcomittee probing waste in the Defense Dept., has spearheaded the attack [B•T, March 17].

As a result of the Air Force action, authorized strength of its public relations staff has been pared from 52 officers and 34 civilians to 19 officers and 15 civilians, the latter comprising clerical help. Radio-TV activities have been handled in the Features Branch by four officers, with one man concentrating on writing and production of the radio show. Air Force activities in the field have been sharply curtailed.

FCC FUNDS

Jensen Wants Further Cut

DEEPER cut from the House's economy axe was applied to funds earmarked for Independent Offices, including FCC, late March 21. It was in the form of an overall 10% additional reduction provided for in a "rider" tacked on the bill by Rep. Ben F. Jensen (R-Ia.).

Since total fund voted FCC was $6,108,460 for fiscal 1953, the net effect of the Jensen rider, which may not survive Senate study that has begun on the bill [B•T, March 24], would be to cut that amount more than a half million dollars.

The Jensen rider was a technical amendment which in the practical sense amounts to this: (1) Within the fiscal year 1953 FCC would have to slice its money for personnel a minimum of 10%, (2) it would do so by filling only one out of every four personnel vacancies which materialize during the year.

In the Senate, FCC officials and Sen. Ed C. Johnson (D-Col.), who wants more funds for the agency in order to break the workload expected after the TV freeze is lifted, made their appeal before an appropriations subcommittee the same day. Hopes were expressed that the Senate would go easier on FCC's proposed 1953 budget.

CANCER DRIVE

Gets Radio, TV Aid

SPONSORS of 25 network TV programs, 17 network radio programs and two network simulcasts will include appeals for contributions to the American Cancer Society in these programs during the month of April, ACS campaign month, Walter King, director of radio and television for ACS, reported last week.

After some deliberation, Mr. King said, his organization decided to discontinue the one-time special network "kick-off" campaign programs and to seek the inclusion of informative material about cancer and appeals for support in the fight against this disease in individual broadcasts, both sponsored and sustaining.

Wherever possible this material is being integrated into the program content, he said. Where integration is not suitable, spot appeals are being added.

"All of the networks are being most generous, not only in giving us spot appeals but cooperating wholeheartedly in obtaining program integrations where the subject matter allows for it," Mr. King stated.

"We are making an effort to reach as many people as possible with our campaign message, which, of course, is educational as well. From here it seems as though with the wonderful cooperation of the agencies, networks and clients we will for the most part achieve our aims, although there remains a too-large segment of the indifferent whom we still must reach."

from the VIEWER'S VIEWPOINT

Dr. Herbert C. Clish,
Superintendent of Schools,
City and County of San Francisco

"My family and I respect KPIX for its alertness in recognizing the vast potential of television in education . . . and enjoy it for its splendid entertainment."

One of the nation's most distinguished and younger educators, Dr. Clish has worked closely with San Francisco television in the development of educational programs on the local level.

It is gratifying, therefore, to have Dr. Clish's friendly words for KPIX, San Francisco's pioneer TV outlet, not only for its interest in community welfare, but for its zeal in developing a sound program structure for family appeal . . . for **all** of the nearly 350,000 television homes in the Northern California area.

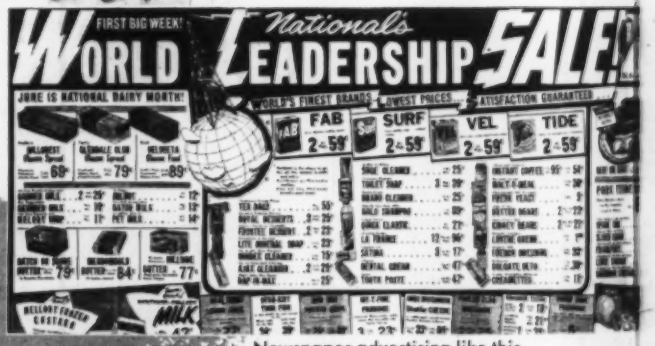
KPIX CHANNEL **5**
Van Ness Avenue at Greenwich
SAN FRANCISCO

CBS and DUMONT NETWORKS • Represented by The Katz Agency

50,000 CALLS

made sure WLS "OPERA

WLS "OPERATION GROCER"
originated by the radio station that gave you FEATURE FOODS—Dinner Bell Time—SCHOOL TIME—and the one and only NATIONAL BARN DANCE



Newspaper advertising like this

Radio — Martha Crane of Feature Foods — Jack Stilwill "Your Grocer and You."

Point-of-purchase activity in as many as 4,000 stores!

...S ON GROCERS

...RATION GROCER" *is*

Right!

First plan of its kind in Chicago, originated by WLS after 17 years experience with the entire food industry through WLS "Feature Foods"— WLS OPERATION GROCER is the one plan that ties together all the factors necessary for a *complete* advertising program — *Radio,* with the 50,000-watt clear-channel voice of WLS in itself enough to crack this big market to the satisfaction of hundreds of advertisers for over 28 years—*Newspaper,* with participation in the big food ads read by homemakers in Chicago and surrounding territory before they do their weekly marketing—*Point-of-purchase* — product display tie-in at the point of sale, not in just a handful of stores . . . but over a 13-week period, in more than *4,000* retail outlets, doing more than 75% of the grocery business in the Chicago market!

WLS Operation Grocer is *proved*—through the more than 50,000 personal calls made by Feature Foods staff on grocers throughout this territory—and through an intensive all-summer test in 1951, when large, nationally known grocer-groups reported some of the greatest sales events in their history, with amazing increases in sales of specific WLS-advertised products.

There's a complete brochure waiting with your name on it the minute you call or wire (don't wait to write). A WLS salesman or a John Blair man is ready to explain how easily and economically *you* can profit from the advertising-merchandising plan that is tested and proved — the advertising-merchandising plan that is *right* for your grocery-sold product—the advertising-merchandising plan that is available only to WLS advertisers. Phone Chicago MOnroe 6-9700 today.

Right **in the way it combines powerful WLS radio, grocer-group newspaper, and point-of-purchase activity!**

Right **in the way it focuses all three of these at a specific time, in behalf of your product!**

Right **in the way your product benefits from this concentrated advertising-merchandising plan, week after week after week.**

WLS The PRAIRIE FARMER STATION

1230 WEST WASHINGTON BOULEVARD CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

THUMBNAIL SKETCHES OF SEVEN NEW DIRECTORS WHO ENTER TERMS ON THE NARTB RADIO BOARD

HENRY B. CLAY

ONE of broadcast advertising's ardent supporters, Henry Clay is involved in the management of KWKH Shreveport, La., 50 kw station, and KTHS Hot Springs, Ark., which has an initial decision granting it 50 kw nighttime in Little Rock, Ark. Mrs. Clay, the former Helen May Ewing, is a director of KTHS. Born in Atlanta Dec. 9, 1918, he was graduated cum laude from Vanderbilt U. During the war he saw action in many theatres after receiving his commission as an ensign and later won pilot wings. He entered radio in 1946 at WLAK Lakeland, Fla., moved to WLAY Muscle Shoals, Ala., and in 1946 became WLAY manager. When he took over direction of KWKH in 1947 at the age of 27 he was described as the youngest 50-kw manager in the country. He is the father of two girls and is still active in outdoor sports. His greatest sports achievement was winner of the Southern Golden Gloves championship during college days.

Mr. Clay

* * *

E. K. HARTENBOWER

THE radio career of "Joe" Hartenbower started via the agency field. In 1929, shortly after he was married, he joined H. K. McCann Co., McCann-Erickson Co. predecessor in Chicago. Two years later he joined a midwestern canning firm and in another two years was at NBC Chicago in promotion, sports and diversified programming roles. He moved to the sales side and became a Blue Network account executive when NBC split its hookups. He created a group of children's programs that held nationwide interest many years. In October 1944 Mr. Hartenbower became general manager of KCMO and is still at the 50-kw Kansas City outlet. He was born in Tonica, Ill., and attended U. of Illinois. His college activities included a summer job with the forestry service of Los Angeles County. He still likes outdoor sports, including fishing and golfing, and also is interested in handicrafts.

Mr. Hartenbower

* * *

LEE W. JACOBS

WHEN Lee Jacobs joins NARTB's board in April he will be in familiar territory as director representing small stations. During the late '40s he was a member of the former NAB Unaffiliated Stations Executive Committee, a 10-gallon tag that actually meant "independents." This committee carried on the fight to assure independents their place in association affairs. Mr. Jacobs presided at the first independents convention meeting, an all-Sunday affair that high-lighted the 1950 NAB convention. He is a journalism graduate of Oregon U., 1922. After newspaper and radio connections he formed Inland Radio Inc. in 1944 with the late State Senator Marshall Cornett. They acquired KBKR Baker and KLBM La Grande, Ore., and built KSRV Ontario, Ore., in 1946. Currently he is Inland president. He served two terms as president of Oregon State Broadcasters Assn. and was active in eliminating discrimination against radio in the state liquor advertising law as well as stabilizing high school sports pickups without fee.

Mr. Jacobs

* * *

ALBERT D. JOHNSON

WHEN the recently formed Arizona Broadcasters Assn. was launched, the first president selected by the membership was Albert Johnson, manager of KOY Phoenix, a fitting tribute to his close interest in industry matters. He joined KOY Phoenix in 1938 as business manager, soon becoming an officer and director of the company. In 1944 he became general manager. Upon the death in 1948 of Burridge D. Butler, KOY owner, Mr. Johnson and his associates bought the station and in 1950 built KYMA Yuma, Ariz. He was born in Los Angeles in 1909. The family moved to Phoenix in 1910. He attended elementary and high schools there, graduating from Phoenix Junior College in 1930. He entered Stanford U. and a year later was accepted into the school

Mr. Johnson

(Continued on page 110)

NEWS AT KLRA

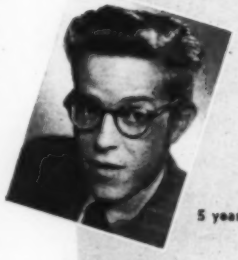
IS A FULL TIME JOB!

Good Radio news reporting is an old habit with KLRA. The "Esso Reporter" is now in its 14th year on this station. But the added importance of news was realized two years ago and a full-time News Department was established at KLRA. Since its inception in 1950, the news department has gained hundreds of new listeners in the state. All newscasts are re-written and reprocessed from the wires of AP and UP and full-leased AP morning newspaper wires. Through our association with Arkansas's leading newspaper, the ARKANSAS GAZETTE, their complete staff of local reporters and state correspondents is at our disposal. But KLRA supplies daily coverage itself of the State Capitol, city hall, state and city police through radio monitors. Telephone 'beeper' as well as portable tape recorders supply daily on-the-air interviews. With the greatest daytime coverage of any station in Arkansas, it is small wonder the Arkansans prefer KLRA NEWS to any other.

★ 28 weekly quarter-hours
★ All news re-written & reprocessed
★ Full AP and UP wires
★ City & State police radio monitors
★ Telephone 'beeper' service
★ Portable tape recorders
★ Only full-time radio news staff
★ Special state correspondents
★ Special news summaries for civic clubs

For the complete KLRA story and availabilities ask any O. L. Taylor Company office. .

MARK WEAVER
News Director
11 years radio news and 3 years newspaper experience



GENE GOSS
Newsman
5 years radio news reporting experience.

RANDY GOVER
Newsman
with 5 years news reporting experience.

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

HOUSTON_

the fastest growing market in the Great Southwest

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .

The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

KPRC-TV_

the fastest growing television station in the Great Southwest

INCREASED TV SET OWNERS 96.6%

IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities — NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!

8.3%

POPULATION

SET OWNERS

KPRC-TV

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST in Radio and Television **CHANNEL 2 • HOUSTON**

Blue Chips

(Continued from page 34)

(both radio and television), advertising agencies and national advertisers according to their individual needs.

Of the 137 top users of magazines, newspapers and network broadcasting under consideration here, 102, or just under three-quarters of the total, have used network television at some time during the past three years. The remaining 36 companies, while among the largest spenders in other media which have not used network TV, include six distillers who also are not radio users. Others of the 36 include seven drug and toiletry concerns, five food companies, three transportation services, two motion picture producers, two tobacco firms and 11 individual representatives of other categories of nationally advertised products.

BUSINESS BAROMETER

The miscellaneous make-up of this list of non-users of network television points up a fact that should be kept in mind in any attempt to draw general conclusions from the combined activities of individual companies. This fact is that each company has its own marketing and sales problems and its own procedures in the use of advertising in their solution, which may or may not conform to an overall industry pattern.

TV Sponsors Use Radio

Comparison of the leading advertisers who have used network television and those which have not highlights another fact: 91% of the TV network clients are also sponsors of radio network programs. Of the non-TV group, however, only 60% bought radio network time in any of the years covered by this study, with 40% of them using neither of the network broadcast media.

What were the effects of adding network TV to radio networks, magazines and newspapers on the advertising budgets of the leading advertisers who have become sponsors of network video programs? Table II provides one type of answer to that question by reporting the per cent of advertisers in this group who increased or decreased their expenditures for other media during the year they first entered network television and during subsequent years.

Looking at the last column first, we see that roughly three-quarters of the leading advertisers in these major media increased their overall expenditures when they added network TV to their media lists. Furthermore, in the next year nearly as many increased their overall advertising budgets a second time and, while third year figures are not complete, those on hand indicate that most users of TV network time will show a third round of overall budget increases.

Comparison of these figures with those in the final column of Table III, which reports on average advertising expenditure changes in newspapers, magazines and network broadcasting of the non-users of network television during the years under consideration, shows that while more than half of this group also has upped overall expenditures for these media, nearly as many of them have decreased their overall budgets. Instead of the three-to-one ratio of boosts to declines shown by the users of network television, the non-users are almost evenly divided between those with increased and with decreased advertising budgets.

Most top advertisers, once they have tried network television, increase their expenditures for this medium the second year and again the third year. The conclusion that network TV has paid off is too obvious to need amplification.

That an appreciable number of advertisers reduced their expenditures with the radio networks when starting on network TV also has been long obvious. That it also has been exaggerated far beyond its true state is clearly shown by Table II, which reports that nearly 90% as many radio network clients from among the advertising elite increased their purchases of radio network time as curtailed them. The ratio of boosts to declines in network radio time purchases dropped to one-to-two the second year of TV use, the table shows, but in the third year the number of TV network clients who increased the amount spent for network radio was almost as large as those who curtailed their radio network expenditures.

Of the radio network clients who did not go into network television, more than twice as many have, on the average, decreased their time purchases from the radio networks as have increased them. Again, it appears that on the whole the sponsors of TV network shows have been better clients of the radio networks than those who have stayed clear of the new medium of network TV.

Another word of caution in the use of these data is necessary. The percentages used in Tables II and III are based on the number of advertisers changing their expenditures upwards or downwards for the various media from year to year. They do not show changes in the total number of dollars these advertisers expended. The dollar figures are listed, however, for all of the 137 top accounts in Table I and are available for whatever computations each reader may wish to make for himself.

Network TV clients seem more inclined to increase their use of magazine and newspaper space than to decrease it, both when they begin the use of network TV and in following years. As far as magazines are concerned, the advertiser who is also a TV network client seems more likely to boost his use of magazines than the non-user of network TV.

With newspapers, the comparison between the TV network advertisers and those who do not use the TV networks is less clear. The tables indicate that during their first year in network television advertisers tend to increase their newspaper space purchases more than the non-TV advertisers, but less than this second group in subsequent years.

At least part of the explanation for this lack of clarity may be due to a change in the basic data for the newspaper expenditures that occurred between 1946 and 1949. The newspaper figures for 1946 were published the following year by Magazine Advertising Bureau in a report on advertising expenditures that also included magazine and network radio figures. The source of the newspaper data was, MAB stated, "Media Records reports covering expenditures of advertisers in 338 daily and Sunday newspapers, published in 108 cities." This accounted for about 86% of the country's total newspaper circulation, MAB explained, estimating that the "newspaper expenditures of the average national advertiser is understated by not more than 10 to 15%."

Newspaper Sources

The 1949 newspaper figures were published by the ANPA Bureau of Advertising, which described them as "based on actual linage reports of 984 weekday newspapers published in 727 cities of 10,000 population and above," comprising 91.4% of total weekday circulation and 365 Sunday papers in 315 cities comprising 96.3% of total Sunday circulation. The bureau notes that the expenditures of advertisers making large use of small town papers may be understated even here.

The pertinent point for this article is that the dollar change in newspaper expenditures of the top advertisers from 1946 to 1949 may be inflated by the increase in number of papers covered in the latter year over the former. The 1950 figures, also published by the Bureau of Advertising, are comparable with those for 1949. In all years the newspaper figures include expenditures for space in the national magazine supplements distributed with weekend newspapers.

Magazines and network radio and TV data, compiled by Publishers Information Bureau, are comparable throughout. All dollar figures for all media reported are based on gross rates of one-time insertion, before any discount, chosen as the best basis for intermedia comparisons.

Table II

How Leading National Advertisers Changed Media Expenditures Upon Adding Network TV

	Network TV	Network Radio	Magazines	Newspapers	Overall
Year Entered Network TV					
Increased	100.0%	39.2%	59.8%	78.3%‡	75.9%
Decreased	0.0	43.1	38.2	20.5	24.1
No Change †	0.0	17.7	2.0	1.2	0.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Second Year					
Increased	83.1%	27.7%	62.7%	57.1%	69.6%
Decreased	16.9	51.8	36.1	42.9	30.4
No Change†	0.0	20.5	1.2	0.0	0.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Third Year					
Increased	85.7%	35.7%	57.1%	*	*
Decreased	3.6	39.3	42.9	*	*
No Change	10.7	25.0	0.0	*	*
Total	100.0%	100.0%	100.0%		

* Data not available
† Usually represents no use of the medium
‡ May be exaggerated due to increase in number of newspapers measured in 1949 over 1946

Table III

Average Change in Media Expenditures of Leading National Advertisers Not Using Network TV*

	Network Radio	Magazines	Newspapers	Overall
Increased	15.3%	48.6%	67.2%	51.4%
Decreased	34.3	41.9	31.4	48.6
No Use of Medium	50.4	9.5	1.4	0.0
Total	100.0%	100.0%	100.0%	100.0%

* Based on changes in media expenditures by advertisers from 1946 to 1949, 1949 to 1950 and 1950 to 1951

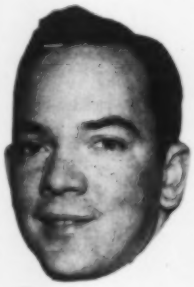
Vic RADIO PROFIT Diehm Says:

Meet the Boys!

You've met our gals, now meet the guys . . .

ALL MERCHANDISING AND SALES-WISE

A.


B.

C.

D.

E.

F.

G.

H.

I.

J.

K.

L.

M.

N.

O.

WAZL

A. Thomas Tito
Sales Manager
B. Bob Sacco
Sales Representative
C. Bill Graham
Program Director
D. Paul Cerula
Assistant Program Director
E. Don Murray
Director of Special Events

WHOL

F. James F. Chambers
Station Manager
G. Jay Bechtel
Sales Representative
H. Ronn Bergen
Sales Representative
I. Paul Mitchell
Production Director
J. Syd Paul
Continuity Director

WHLM

K. Bob Williams
Station Manager
L. Pat Campbell
Sales Representative
M. Lew Long
Sales Representative
N. Jim Stock
Program Director
O. Ray Calabrese
Director of Special Events

WAZL ★ **WHOL** ★ **WHLM**

HAZLETON, PA. NBC-MBS ALLENTOWN, PA. CBS BLOOMSBURG, PA. LIBERTY

(Represented by Robert Meeker Associates) (Owned and Operated by Harry L. Magee)

OSWEGO BUSINESS DISTRICT

On the main highway leading to residential districts, Oswego's business area serves a retail trade area of nearly 50,000 persons. The tremendous growth in population has caused a great increase in business establishments. Another community behind KGW's great radio selling program.

CIVIC LEADER

"Certainly KGW is 'first' in our area. It has demonstrated a genuine interest in our community for many years and has our whole-hearted support. Truly the 'best in the west' in radio stations with appeal to everyone is Portland KGW," according to Auto Dealer Ted Gilbert, Oswego Kiwanis club past-president and former city councilman.

POSTMASTER

"KGW is always willing to help in local civic activities. We're local people and we like the station that 'knows' us. We've witnessed KGW's tremendous growth for the past 30 years and know that this pioneer station has the backing of our community and the greater Portland area," reports Frank Allen, Lake Grove postmaster for more than 17 years.

THE People's Choice* IN PORTLAND OREGON

There is one picture missing in this Oswego-Lake Grove group...the sales picture...but you can find it when you examine the listener loyalty throughout the picture captions. KGW keeps in touch with "local" people and that "touch" pays off with *top listener loyalty* in the Portland area. KGW doesn't suffer from "D.S." phobia, that "Dial Switching" from station to station for favorite programs. *Every* KGW program is a "stand-out" favorite of local listeners. For an advertiser seeking the highest possible return from his investment in radio time, KGW offers the day-in, day-out listener loyalty that produces greatest results. You cannot adequately "sell" the Portland area without KGW, the Portland "pioneer" station with more than 30 years' priceless experience to help you get the maximum benefits offered by radio advertising. Investigate now and reap the reward of Portland's best radio selling job...by KGW!

KGW

NBC AFFILIATE

PORTLAND, OREGON

KGW BRINGS OSWEGO AREA ENTERTAINMENT, NEWS, SERVICE FEATURES

HOUSEWIFE "The housewive's 'Helper' in bringing us facts about the national and local brands we want to buy and try is KGW," says Mrs. Jack R. Haney, Oswego resident. "With two children, you can't afford to buy 'unheard-of' products."

GROCER "The grocer's top salesman in our area is the voice of KGW. We know definitely that national brand advertising on KGW increases sales," according to Independent Grocer Jim Wizer, Oswego chamber of commerce president.

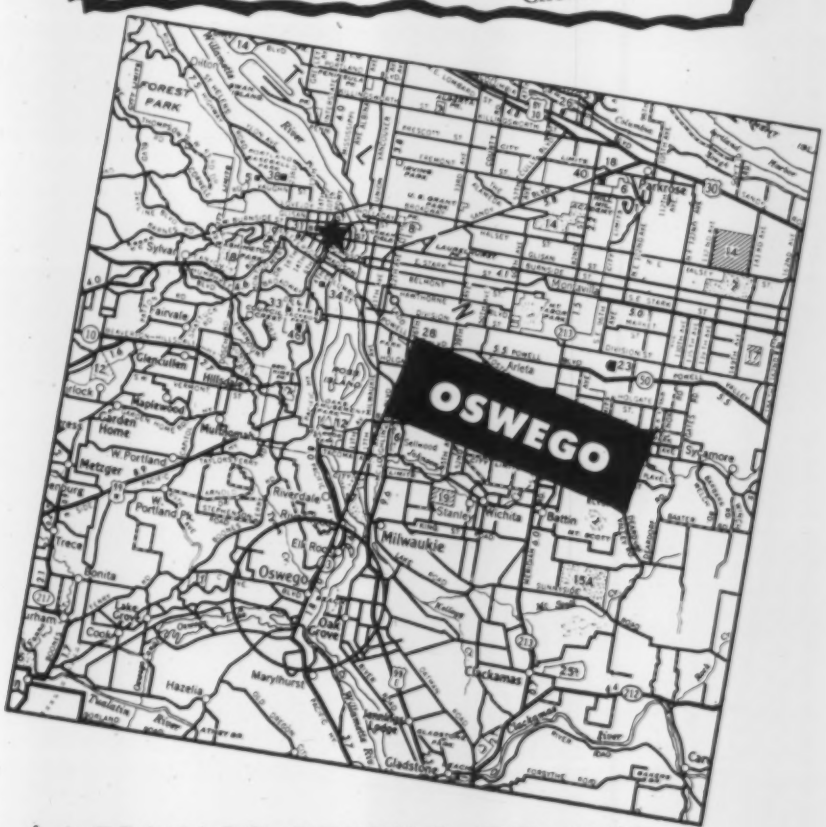
DRUGGIST "Complete coverage of national and local events along with listener appeal that helps sell our national brand products makes KGW the favorite radio station in this area," says Oswego Druggist Glen Wilson.

CAFE OWNER "It means a lot to us to have a radio station's interest in our community activities. KGW does a wonderful job of keeping in touch with the local people," says A. E. Woodhouse, Lake Grove Business Assn. president and local restaurateur.

STUDENTS 'KGW?—Sure, it's tops with us. We get the entertainment all high schoolers like and also find KGW willing to help us in any way it can. It's really a favorite in our area," from Sally Ryan and Sue Ralston, Lake Oswego high school students.

Oswego = Lake Grove

One of Portland's most beautiful residential districts centered around Lake Oswego. The community of Oswego, tripled in population in the past ten years, and its sister-community, Lake Grove, at the lake's west end, are stand-out beauty spots of the area. Here again the "People's Choice" is KGW!



REPRESENTED *Nationally* by EDWARD PETRY & CO., INC.

Spot's Hot

(Continued from page 35)

Automotive and Auto Accessories advertisers with 7.2% of the total and dollar figure of $9,668,984. In 1950 this group ranked in fourth place with 6.9% of the total or $8,292,789 and in 1949 in fourth with 6.6% of the total or $7,392,000. In spite of the drop from fourth to fifth place in the standing the increase in volume of spot advertising by this product group has been steady from year to year.

BUSINESS BAROMETER

A companion classification, Gasoline, Lubricants and Fuels was sixth in 1951 with $7,117,446 or 5.3% of the total as compared to $6,850,565 or 5.7% in 1950 and $5,600,000 or 5% in 1949. This steady increase compares favorably with that for automobile advertisers.

The increase in advertising among the Agriculture and Farming classification of spot advertisers has been more impressive with its seventh place rating earned by totalling 4.5% of all spot advertising or $6,043,115. This is more than double the $2,764,243 spent in 1950 and a substantial increase over the $4,368,000 spent in 1949.

Household Equipment, Appliances and Supplies ranked eighth with 4.4% of the total or $5,908,823, an increased figure over 1950 and 1949.

Smoking Materials ranked ninth with $5,103,075 while Jewelry, Optical Goods and Cameras and Toiletries classifications were in a tie for tenth place.

Comparison of the attached tables will make these trends easier to study. The bar charts accompanying this article will make comparisons between radio and television easier.

Television spot trends are not yet fixed and the fluctuations for the three years on which estimates are available show a changing pattern somewhat different from that in radio.

Estimates in these classifications show that Food and Food Products advertisers led all others in 1951 with 18.7% of the total or $10,889,758. This was a sharp increase over 1950 when these advertisers made up only 12.5% of the total and spent $3,129,250. In 1949 the percentage was 12.4% and the total $1,066,400.

Beer, Wine and Liquor advertisers were the second most important group with 17.5% of the total or $10,190,950 compared to 19.5% in 1950 or $4,756,460 and in 1949 with 9% or $774,000.

The increase in the importance of beer advertising was noticeable in television just as it was in radio. This category climbed from sixth position in 1949 to second last year.

Third in importance among television spot advertisers was the Soaps, Cleansers and Polishes division with 9.5% of the total or

(Continued on page 107)

* * *

National Spot Radio Revenue

	Total	% Increase
1951	$134,291,439*	13.1
1950	118,823,880	9.7
1949	108,314,507	3.4
1948	104,759,761	14.4
1947	91,581,241	10.4
1946	82,917,505	8.1
1945	76,696,463	4.6
1944	73,312,899	23.5
1943	59,372,170	16.2
1942	51,059,159	11.8
1941	45,681,959	23.0
1940	37,140,444	23.8
1939	30,030,563	6.8
1938	28,109,185	21.6
1937	23,117,136	67.4
1935	13,805,200	...

* BROADCASTING • TELECASTING estimate.

* * *

National Spot TV Revenue

	Total	% Increase
1951	$58,234,000	132.6
1950	25,034,000	244.1
1949	7,275,013	

* * *

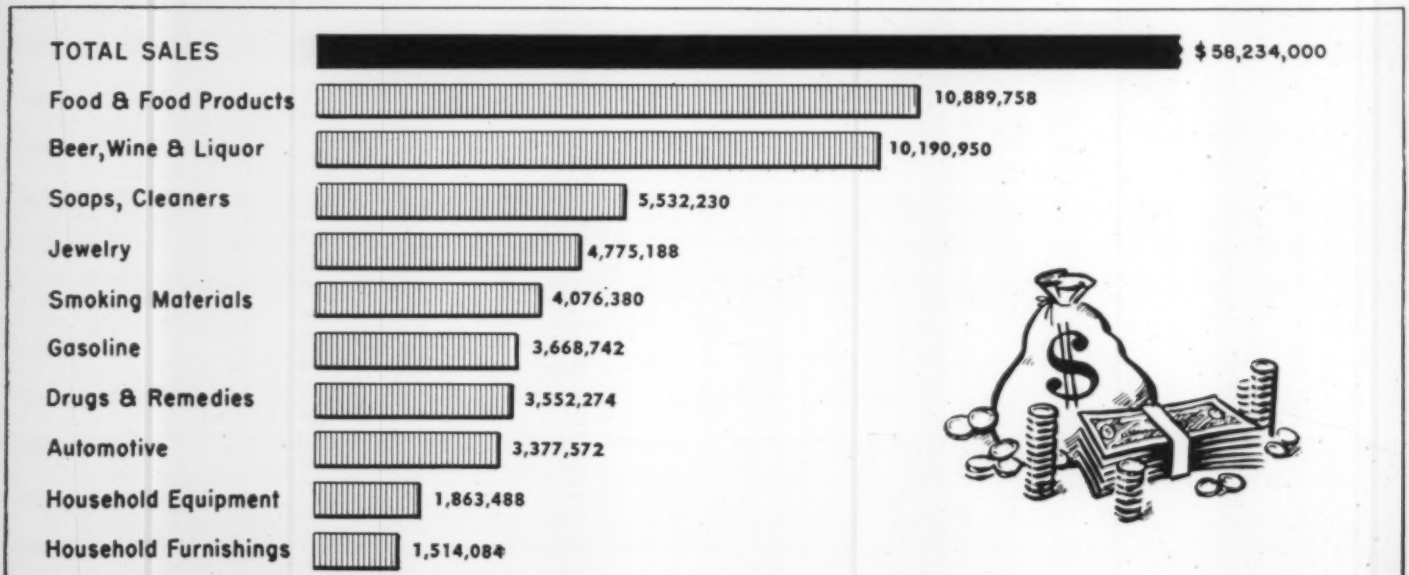
Spot Radio Revenue by Product Groups

Product Groups	1951	% Total 1951	1950	% Total 1950	1949	% Total 1949
Agriculture & Farming	$ 6,043,115	4.5	$ 2,764,263	2.3	$ 4,368,000	3.9
Apparel, Footwear & Access.	3,894,452	2.9	3,504,634	2.9	3,136,000	2.8
Automotive, Auto Access.	9,668,984	7.2	8,292,789	6.9	7,392,000	6.6
Aviation, Aviation Access.	537,166	.4	120,185	.1	.....	...
Beer, Wine & Liquor	10,071,858	7.5	6,013,901	5.1	3,696,000	3.3
Building Materials, Equip. & Fixtures	1,074,332	.8	1,201,853	1.0	448,000	.4
Confectionery & Soft Drinks	2,685,829	2.0	3,245,004	2.7	2,800,000	2.5
Consumer Services	2,417,246	1.8	2,644,077	2.2	1,344,000	1.2
Drugs & Remedies	13,832,018	10.3	11,557,052	9.6	12,096,000	10.8
Entertainment & Amusements	1,880,080	1.4	2,043,151	1.7	2,352,000	2.1
Food & Food Products	21,755,213	16.2	19,849,841	16.5	23,632,000	21.1
Gasoline, Lubricants & Fuels	7,117,446	5.3	6,850,565	5.7	5,600,000	5.0
Horticulture	537,166	.4	240,371	.2	224,000	.2
Household Equip., Appliances & Supplies	5,908,823	4.4	4,826,673	4.0	3,584,000	3.2
Household Furnishings	2,014,371	1.5	1,562,410	1.3	1,232,000	1.1
Industrial Materials	402,874	.3	240,371	.2	112,000	.1
Insurance & Banks	3,088,703	2.3	3,124,819	2.6	1,344,000	1.2
Jewelry, Optical Goods & Cameras	4,297,326	3.2	3,365,190	2.8	4,592,000	4.1
Office Equip., Stationery & Writing Supplies	940,040	.7	360,556	.3	.....	...
Political	2,148,663	1.6	2,062,410	1.7	.....	...
Publishing & Media	1,477,206	1.1	1,081,668	.9	2,016,000	1.8
Radios, TV Sets, Phonographs, Musical Instruments & Access.	2,820,120	2.1	3,365,190	2.8	560,000	.5
Retail Stores & Shops	1,208,623	.9	3,605,560	3.0	4,144,000	3.7
Smoking Materials	5,103,075	3.8	4,326,673	3.6	3,360,000	3.0
Soaps, Cleansers & Polishes	14,503,475	10.8	10,956,125	9.1	9,520,000	8.5
Sporting Goods & Toys	537,166	.4	360,556	.3	336,000	.3
Toiletries	4,297,326	3.2	4,927,599	4.1	3,920,000	3.5
Transportation, Travel & Resorts	1,477,206	1.1	1,682,595	1.4	1,680,000	1.5
All Others	2,551,537	1.9	6,009,267	5.0	7,168,000	6.4

Figures here represent net time sales, after discounts and allowances, and are based on BROADCASTING • TELECASTING survey.

* * *

Ten Product Groups that Spent Most on Spot TV in 1951



Disaster could Strike!

Stations in big defense-area cities perform a vital and bona fide public service for their country . . . earn the gratitude of local, state and national civil defense leaders by making available this beautiful and authoritative CIVIL DEFENSE MANUAL *Free* to its citizens.

Fills a REAL need! Local Civil Defense, to date, has limited funds. In every one of the communities offered this book, it was greeted enthusiastically by Civil Defense and city officials. (See the comments of Chicago officials below — similar reaction in Seattle, Minneapolis, San Francisco, Cleveland, Omaha and Baltimore!)

PREPARED FOR YOUR CITY — The comprehensive, authentic manual contains complete and accurate local information on what to do in case of enemy attack, descriptions of warnings, dispersal areas, traffic plans, communications instruction and such other Civil Defense procedures which must be publicized to make them effectual. It's simply written and graphically illustrated for easy understanding . . . attractively printed in two colors throughout.

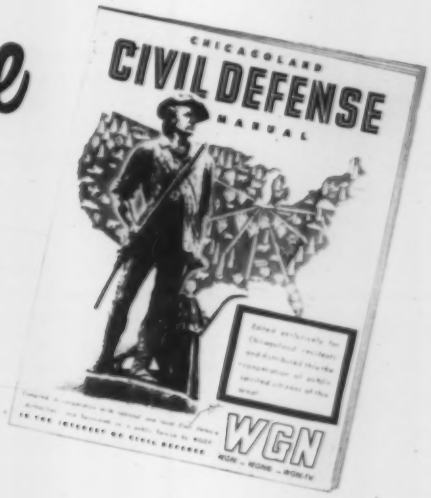
A NO-COST Plan to You — You can make the CIVIL DEFENSE MANUAL available to your community at NO COST to you, and little effort overall. Your station gets the credit for the promotion but we handle everything: editorial, publishing, distribution. Let us explain the plan to you NOW — it's limited to *one* radio or TV station in each area.

Call me at the Conrad Hilton Hotel during the NAB Convention or write, wire or phone me *personally* here in Peoria.

REX G. HOWARD
President — In Charge of Sales

Your station can help your city's Civil Defense...

Adopt this Public Service campaign NOW!



RESULTS in Chicago

Mayor Talks on New Manual of Civil Defense

Mayor Kennelly speaking yesterday at luncheon at which completion of a civil defense manual prepared by W-G-N and WGN-TV stations was announced. Left to right: Charles Merriam, who edited the manual; James Hanlen, W-G-N public relations director; Mayor Kennelly; Frank P. Schreiber, manager of W-G-N, Inc., and Victor C. P. Dreste, co-director of civil defense.

W-G-N OFFERING CIVIL DEFENSE MANUAL FREE

Plan to Distribute It Thru Merchants

BY JOHN H. THOMPSON

Radio station W-G-N and television station WGN-TV yesterday announced completion of a manual which will be distributed free thru thousands of small business firms to alert citizens of Chicagoland to the problems of civil defense and tell them how to protect themselves from atomic bombs.

Announcement was made at a luncheon of civil defense leaders in the Tavern club by Frank P. ... that at the direction of Col. McCormick in 1947, the Tribune organization started preparing the first A-bomb refuge for civilians in the United States, a model other large organizations were urged to follow.

The manual is a 36 page, slick paper brochure, profusely illustrated. It tells the developments of civil defense in Chicago, the state, and many surrounding communities as far away as Milwaukee, Indicated are simple explanations of Chicago's plans in case of an atomic attack, what civilians can do, how to prepare the home for each, a disaster, and other timely and helpful matters.

600 Co-Sponsors to Date

Copies will be distributed free thru the co-sponsoring retail merchants, business concerns, and industries, said Jim Hanlen, director ... deal more for the cause than many realize."

"W-G-N and WGN-TV again have been responsible for a great public service to the community," commented Mayor Kennelly, "in bringing the attention of the public to the problem so dramatically thru that timely and exceptionally well done manual."

In a foreword to the manual, published by American Radio Publications, Inc., Col. McCormick described Tim Dickinson's shelter organization, and declared:

"We feel that by making the best use of what we have and thru organization we will reduce considerably the casualties from an A-bomb blast within our immediate vicinity."

U. S. and Japan to O... Talks Over Peace

Reprinted from THE CHICAGO TRIBUNE

A luncheon of civil defense leaders and city officials enthusiastically greeted the announcement of the completion of the Chicago Civil Defense Manual. Mayor Martin H. Kennelly and Anthony J. Mullaney, director of Chicago Civil Defense Corps, both warmly praised its sponsor, WGN and WGN-TV, for a great public service to the community.

"I hope that citizens of the City of Chicago will read this brochure and study it carefully. Only through an informed citizenry can Civil Defense be effective."

MARTIN H. KENNELLY, *Mayor*

"I am very happy that Station WGN has cooperated in preparing this Civil Defense Manual for the people of Chicagoland. . . . With the continued cooperation of all members of the Chicago Civil Defense Corps and with the help of public spirited organizations, I am sure that our Civil Defense organization will operate efficiently and with a high degree of success."

ANTHONY J. MULLANEY
Director, Chicago Civil Defense Corps

AMERICAN RADIO PUBLICATIONS INC.

119-A North Washington Street • Telephone 4-3262 • Peoria 2, Illinois

Where Top Ad Budgets Go

(Continued from page 34)

Automotive (Cont'd.)

GOODYEAR TIRE & RUBBER CO.

	1946	1949	1950	1951
Network Radio	.....	436,736	245,624	454,486
Network TV	.....	56,855	350,248	1,002,225
Magazines	2,235,647	2,636,017	2,947,172	3,822,726
Newspapers	104,367	433,582	652,197	.....
Total	2,340,014	3,563,190	4,195,241	.....

HUDSON MOTOR CAR CO.

	1946	1949	1950	1951
Network Radio	.....	8,811	.....	.....
Network TV	.....	.....	153,465	163,177
Magazines	192,565	592,380	751,215	419,060
Newspapers	161,807	3,125,840	2,351,204	.....
Total	354,372	3,727,031	3,255,884	.....

KAISER-FRAZER CORP.

	1946	1949	1950	1951
Network Radio	.....	726,486	.....	.....
Network TV	.....	.....	.....	283,692
Magazines	628,581	637,616	863,360	772,856
Newspapers	233,985	1,669,006	1,880,012	.....
Total	862,566	3,033,108	2,743,372	.....

PACKARD MOTOR CAR CO.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	13,485
Network TV	.....	.....	280,851	302,672
Magazines	434,628	734,694	513,818	704,650
Newspapers	157,669	2,317,814	1,428,025	.....
Total	592,297	3,052,508	2,222,694	.....

STUDEBAKER CORP.

	1946	1949	1950	1951
Network Radio	18,643	140,392	70,940	.....
Network TV	.....	.....	.....	.....
Magazines	1,004,726	1,911,779	1,838,291	1,402,880
Newspapers	188,438	2,549,565	2,660,131	.....
Total	1,211,807	4,601,736	4,569,362	.....

U. S. RUBBER CO.

	1946	1949	1950	1951
Network Radio	725,685	.....	.....	.....
Network TV	.....	38,496	.....	.....
Magazines	1,542,513	888,602	1,171,094	1,760,256
Newspapers	198,692	391,690	1,293,889	.....
Total	2,466,890	1,318,788	2,464,983	.....

BEER, WINE & LIQUOR

BROWN-FORMAN DISTILLERS CORP.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	719,687	516,260	839,234	1,671,014
Newspapers	298,843	876,914	1,198,206	.....
Total	1,018,530	1,393,174	2,037,440	.....

DISTILLERS CORP. SEAGRAMS LTD.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	52,845	43,680
Magazines	4,466,104	5,574,237	5,434,597	5,911,054
Newspapers	2,505,956	6,790,148	7,195,437	.....
Total	6,972,060	12,364,385	12,682,879	.....

GLENMORE DISTILLERS CO.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	1,222,702	1,062,715	974,084	1,092,352
Newspapers	274,973	391,032	1,095,998	.....
Total	1,497,675	1,453,747	2,070,082	.....

NATIONAL DISTILLERS PRODUCTS CORP.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	64,960
Magazines	3,542,943	2,825,299	2,997,293	3,983,971
Newspapers	1,175,888	3,941,493	4,103,204	.....
Total	4,718,831	6,766,792	7,100,497	.....

PABST BREWING CO.

	1946	1949	1950	1951
Network Radio	716,943	766,092	885,765	976,188
Network TV	.....	96,951	484,486	1,206,433
Magazines	328,985	874,559	745,995	624,669
Newspapers	87,246	293,826	130,696	.....
Total	1,133,174	2,031,428	2,246,942	.....

PARK & TILFORD

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	795,262	895,966	845,188	903,390
Newspapers	713,275	1,024,889	1,099,593	.....
Total	1,508,537	1,920,855	1,944,781	.....

PUBLICKER INDUSTRIES

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	1,141,002	334,803	435,366	990,612
Newspapers	170,051	1,300,840	2,370,627	.....
Total	1,311,053	1,635,643	2,805,993	.....

SCHENLEY INDUSTRIES INC.

	1946	1949	1950	1951
Network Radio	1,232,669	221,124	596,934	840,749
Network TV	.....	34,770	249,954	768,042
Magazines	3,624,882	3,895,726	3,847,952	3,968,298
Newspapers	1,697,464	6,229,403	5,967,184	.....
Totals	6,555,015	10,381,023	10,662,024	.....

JOSEPH SCHLITZ BREWING CO.

	1946	1949	1950	1951
Network Radio	13,725	.....	701,367	625,674
Network TV	.....	.....	229,237	1,454,637
Magazines	674,647	1,477,954	1,361,252	1,040,840
Newspapers	117,546	59,596	158,832	.....
Total	805,918	1,537,550	2,450,688	.....

HIRAM WALKER-GOODERHAM & WORTS LTD.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	2,812,714	1,710,258	2,184,839	2,483,038
Newspapers	811,491	1,142,921	1,696,159	.....
Total	3,624,205	2,853,179	3,880,998	.....

BUSINESS & FINANCIAL

A T & T CO.

	1946	1949	1950	1951
Network Radio	807,990	845,556	851,466	840,900
Network TV	.....	.....	.....	.....
Magazines	2,066,148	2,982,155	3,031,337	3,087,692
Newspapers	243,229	369,663	323,989	.....
Total	3,117,367	4,197,374	4,206,792	.....

CURTIS PUBLISHING CO.

	1946	1949	1950	1951
Network Radio	971,883	.....	.....	4,097
Network TV	.....	.....	.....	265,661
Magazines	187,930	155,025	98,243	97,904
Newspapers	941,126	502,628	422,768	.....
Total	2,100,939	657,653	521,011	.....

(Continued on page 72)

Mitch

APS memo from

Maurice B. Mitchell, General Manager

Yes – you'll have a chance to see and hear the full APS basic transcription library at the NARTB Convention. Look for us in Room 532 A.

You can also hear those sales meetings – all 13 of 'em so far – which are now available separately.

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"the library that pays for itself"

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151 West 46th Street New York 36, N.Y.

Where Top Ad Budgets Go

(Continued from page 70)

Business & Financial (Cont'd)

DOUBLEDAY & CO.

	1946	1949	1950	1951
Network Radio	.....	217,924	261,685	36,173
Network TV	.....	.....	145,083	.....
Magazines	783,078	611,805	759,092	732,568
Newspapers	1,246,216	1,775,991	2,324,841	
Total	2,029,294	2,605,720	3,490,701	

E. I. du PONT DE NEMOURS & CO.

	1946	1949	1950	1951
Network Radio	686,592	710,820	709,161	685,715
Network TV	.....	.....	.....	33,950
Magazines	1,556,096	1,519,897	2,426,588	1,579,285
Newspapers	67,936	263,537	470,810	
Total	2,310,624	2,494,254	3,606,559	

EVERSHARP INC.

	1946	1949	1950	1951
Network Radio	1,854,772	1,129,699	599,292	.....
Network TV	.....	.....	.....	205,515
Magazines	1,046,193	362,660	476,050	902,441
Newspapers	783,241	428,033	173,910	
Total	3,684,206	1,920,392	1,249,252	

METROPOLITAN LIFE INSURANCE CO.

	1946	1949	1950	1951
Network Radio	33,034	478,140	429,894	414,724
Network TV	.....	.....	.....	.....
Magazines	883,607	1,125,693	1,091,815	1,060,276
Newspapers	26,262	64,140	80,584	
Total	942,903	1,667,973	1,602,293	

PARKER PEN CO.

	1946	1949	1950	1951
Network Radio	714,353	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	832,303	605,350	538,524	920,803
Newspapers	605,109	547,167	421,482	
Total	2,151,765	1,152,517	960,006	

PRUDENTIAL INSURANCE CO. OF AMERICA

	1946	1949	1950	1951
Network Radio	1,770,158	1,956,359	1,479,862	1,408,621
Network TV	.....	.....	79,450	66,150
Magazines	441,725	541,270	660,335	513,130
Newspapers	8,462	70,263	70,389	
Total	2,220,345	2,567,892	2,290,036	

W. A. SHEAFFER PEN CO.

	1946	1949	1950	1951
Network Radio	620,364	.....	.....	.....
Network TV	.....	21,760	.....	.....
Magazines	381,839	459,684	506,423	590,459
Newspapers	298,558	607,476	383,616	
Total	1,300,761	1,088,920	890,039	

U. S. GOVERNMENT

	1946	1949	1950	1951
Network Radio	783,581	194,121	113,583	811,825
Network TV	.....	.....	.....	156,465
Magazines	822,737	1,091,724	800,965	1,293,245
Newspapers	3,593,226	1,351,526	885,533	
Total	5,199,544	2,637,371	1,800,081	

U. S. STEEL CORP.

	1946	1949	1950	1951
Network Radio	1,167,110	1,452,089	1,437,085	1,320,560
Network TV	.....	.....	.....	21,135
Magazines	726,155	759,582	959,414	1,139,209
Newspapers	145,183	901,679	220,666	
Total	2,038,448	3,113,350	2,617,165	

CANDY & SOFT DRINKS

CANADA DRY GINGER ALE INC.

	1946	1949	1950	1951
Network Radio	197,453	.....	.....	.....
Network TV	.....	86,082	323,542	637,897
Magazines	771,132	721,899	779,461	1,191,126
Newspapers	308,216	720,583	769,305	
Total	1,276,801	1,528,564	1,872,308	

COCA-COLA CO.

	1946	1949	1950	1951
Network Radio	2,011,405	1,549,542	1,738,042	1,442,117
Network TV	.....	.....	27,908	21,285
Magazines	1,083,935	1,241,783	1,815,495	1,655,737
Newspapers	977,264	1,782,044	1,777,922	
Total	4,072,604	4,573,369	5,359,367	

MARS INC.

	1946	1949	1950	1951
Network Radio	1,194,313	1,541,411	389,560	1,030,856
Network TV	.....	37,350	431,183	595,279
Magazines	.....	.....	144,154	178,330
Newspapers	.....	54,289	115,366	
Total	1,194,313	1,633,050	1,080,263	

PEPSI-COLA CO.

	1946	1949	1950	1951
Network Radio	92,339	1,438,870	928,164	180,398
Network TV	.....	.....	287,950	523,770
Magazines	385,613	141,065	.....	224,500
Newspapers	596,236	1,095,708	1,471,228	
Total	1,074,188	2,675,643	2,687,342	

SEVEN-UP CO.

	1946	1949	1950	1951
Network Radio	360,368	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	908,850	916,478	1,101,747	1,123,742
Newspapers	17,231	633,706	957,421	
Total	1,286,449	1,550,184	2,059,168	

WILLIAM WRIGLEY JR. CO.

	1946	1949	1950	1951
Network Radio	937,444	903,333	2,248,122	2,232,977
Network TV	.....	.....	95,010	309,480
Magazines	52,693	151,436	198,361	295,020
Newspapers	.....	1,623,568	1,243,796	
Total	990,137	2,678,337	3,785,289	

CLEANSERS & POLISHES

B. T. BABBITT INC.

	1946	1949	1950	1951
Network Radio	1,927,300	2,224,022	2,306,473	1,282,761
Network TV	.....	.....	.....	468,640
Magazines	2,932	49,282	10,000	5,256
Newspapers	90,488	446,050	512,794	
Total	2,020,720	2,719,354	2,829,267	

GOLD SEAL CO.

	1946	1949	1950	1951
Network Radio	.....	1,521,304	1,324,854	.....
Network TV	.....	.....	.....	.....
Magazines	.....	105,175	52,600	250,820
Newspapers	.....	380,648	273,711	
Total	.....	2,007,127	1,651,165	

S. C. JOHNSON & SON

	1946	1949	1950	1951
Network Radio	894,918	917,748	371,322	7,164
Network TV	.....	.....	82,250	354,750
Magazines	561,648	349,860	794,562	1,410,071
Newspapers	362,119	800,849	1,279,149	
Total	1,818,685	2,068,457	2,527,283	

(Continued on page 74)

SLENDER TOWERS

but oh so strong

Rising straight and slim to a height of 400 feet, this Truscon "GW" Uniform Cross Section Guyed Tower typifies the engineering and structural strength built into Truscon towers. Designed for Radio Station WINR at Binghamton, N. Y., this steel spire, one of a three tower directional array, serves to broadcast over a large civic and rural area of the state.

Truscon possesses many years of engineering knowledge and experience in the steel AM-FM-TV-MICROWAVE tower field. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY Subsidiary of Republic Steel Corporation
1074 ALBERT STREET, YOUNGSTOWN 1, OHIO

TRUSCON
MARK OF MERIT
PRODUCTS

TRUSCON . . . a name you can build on

Where Top Ad Budgets Go

(Continued from page 72)

Cleansers & Polishes (Cont'd)

ZONITE PRODUCTS INC.

	1946	1949	1950	1951
Network Radio	681,868	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	464,380	446,057	367,917	400,731
Newspapers	149,419	247,710	245,109	
Total	1,295,667	693,767	613,026	

DRUGS & TOILETRIES

AMERICAN HOME PRODUCTS CORP.

	1946	1949	1950	1951
Network Radio	6,687,850	4,768,277	5,150,884	5,699,191
Network TV	.....	37,160	82,570	535,375
Magazines	1,937,841	1,097,924	1,317,041	1,271,344
Newspapers	946,434	2,546,819	2,865,296	
Total	9,572,125	8,450,180	9,406,791	

AMERICAN SAFETY RAZOR CO.

	1946	1949	1950	1951
Network Radio	531,954	.....	.....	67,074
Network TV	.....	.....	182,685	697,455
Magazines	336,354	941,866	392,268	195,373
Newspapers	117,346	1,259,789	502,303	
Total	985,654	2,201,655	1,077,256	

BLOCK DRUG CO.

	1946	1949	1950	1951
Network Radio	.....	253,050	541,265	386,865
Network TV	.....	.....	118,050	552,855
Magazines	313,019	875,141	615,423	458,655
Newspapers	333,420	939,246	911,762	
Total	646,439	2,067,437	2,186,500	

BOURJOIS INC.

	1946	1949	1950	1951
Network Radio	596,779	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	527,840	426,845	470,026	407,236
Newspapers	189,504	183,510	64,626	
Total	1,314,123	610,355	534,652	

BRISTOL-MEYERS CO.

	1946	1949	1950	1951
Network Radio	2,618,285	2,023,458	1,620,110	2,132,517
Network TV	.....	170,946	534,875	1,098,275
Magazines	3,376,403	3,196,934	3,107,080	2,968,066
Newspapers	1,150,372	939,910	1,612,839	
Total	7,145,060	6,331,248	6,874,904	

CARTER PRODUCTS INC.

	1946	1949	1950	1951
Network Radio	1,622,780	649,428	625,594	612,393
Network TV	.....	.....	52,260	510,866
Magazines	548,363	196,312	130,316	136,463
Newspapers	658,875	409,565	288,350	
Total	2,830,018	1,255,305	1,096,520	

CHESEBROUGH MFG. CO.

	1946	1949	1950	1951
Network Radio	668,944	1,253,206	887,994	880,681
Network TV	.....	93,165	252,617	724,015
Magazines	308,498	448,976	439,625	463,705
Newspapers	323,641	302,047	305,358	
Totals	1,301,083	2,097,394	1,885,594	

GILLETTE SAFETY RAZOR CO.

	1946	1949	1950	1951
Network Radio	1,185,245	3,858,294	3,982,570	3,774,160
Network TV	.....	174,990	886,364	1,990,087
Magazines	601,465	1,229,842	1,197,103	1,101,883
Newspapers	572,769	1,090,082	1,225,125	
Total	2,359,479	6,353,208	7,291,162	

GROVE LABS

	1946	1949	1950	1951
Network Radio	1,715,735	122,652	443,700	.....
Network TV	.....	.....	.....	97,650
Magazines	212,635	139,978	66,566	177,775
Newspapers	372,446	508,887	559,143	
Total	2,300,816	771,517	1,069,409	

INTERNATIONAL CELLUCOTTON PRODUCTS CO.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	61,512	.....	.....
Magazines	1,638,440	1,828,739	1,791,913	1,902,215
Newspapers	300,991	1,141,826	1,083,279	
Total	1,939,431	3,032,077	2,875,192	

ANDREW JERGENS CO.

	1946	1949	1950	1951
Network Radio	1,511,238	602,342	680,108	611,908
Network TV	.....	.....	.....	518,440
Magazines	1,133,123	1,987,403	1,783,343	1,771,474
Newspapers	709,967	599,649	770,976	
Total	3,354,328	3,189,394	3,234,427	

JOHNSON & JOHNSON

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	70,698
Magazines	773,509	2,475,133	2,858,379	3,081,248
Newspapers	241,176	905,114	869,437	*
Total	1,014,685	3,380,247	3,727,816	

LAMBERT CO.

	1946	1949	1950	1951
Network Radio	295,901	.....	.....	.....
Network TV	.....	.....	.....	310,275
Magazines	2,168,351	2,080,918	2,068,601	2,015,472
Newspapers	1,185,967	271,652	263,070	
Total	3,650,219	2,352,570	2,331,671	

LE BLANC CORP.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	33,808
Network TV	.....	.....	.....	.....
Magazines	.....	.....	.....	.....
Newspapers	.....	140,521	2,036,026	
Total		140,521	2,036,026	

LEHN & FINK PRODUCTS CORP.

	1946	1949	1950	1951
Network Radio	38,481	.....	.....	.....
Network TV	.....	.....	.....	496,785
Magazines	1,099,629	1,323,313	1,192,338	803,918
Newspapers	653,475	467,799	392,240	
Total	1,791,585	1,791,112	1,584,578	

LEWIS-HOWE CO.

	1946	1949	1950	1951
Network Radio	1,843,203	810,600	839,025	642,039
Network TV	.....	.....	.....	.....
Magazines	.....	322,432	364,552	306,871
Newspapers	36,915	194,119	435,342	
Total	1,880,118	1,327,151	1,638,919	

MANHATTAN SOAP CO.

	1946	1949	1950	1951
Network Radio	2,186,698	1,439,232	1,462,818	1,357,235
Network TV	.....	.....	303,195	631,305
Magazines	178,715	503,817	443,017	183,779
Newspapers	305,198	1,164,660	789,768	
Total	2,670,611	3,107,709	2,998,798	

MILES LABS INC.

	1946	1949	1950	1951
Network Radio	5,837,803	6,540,431	7,892,701	6,849,371
Network TV	.....	70,170	261,165	610,785
Magazines	325,349	312,575	429,266	525,014
Newspapers	168,230	183,605	430,800	*
Total	6,331,382	7,106,781	9,013,932	

(Continued on page 78)

Most popular 1952 models!

This year, three out of four cars on U.S. roads will be old models!

39% will be three to nine years old—their major repair age. No wonder motor experts say this is the year of repair!

To thousands of auto service dealers, hundreds of miles from factories and parts depots, this great demand for repair parts will pose a problem.

That's why, in sales meetings with dealers, motor car companies advise: "For faster turnover, lower inventory, more good-will; order repair parts via . . . Air Express!"

Air Express speed cuts days from repair time, builds dollar business at a cost of pennies. Whatever your need, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST—Air Express gets *top priority* of all commercial shipping services—gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns at *no extra cost*.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery*.

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

New parcel post regulations affect you? Call your local agent of Air Express Division, Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

You'll chalk up
HIGHER RATINGS
MORE RENEWALS
EASIER SALES
WITH Z
"BOST
BLACK
America's Most Succe
Adventure-Detective S

HIGHER RATINGS

In BIG Towns		In SMALL Towns	
San Francisco	16.0	Hattiesburg	29.6
Louisville	21.7	Zanesville	26.0
Minneapolis	16.5	Youngstown	21.3

He'll chalk up high ratings for you, too!

MORE RENEWALS!

6th YEAR . . . Minneapolis, consistently outrating important network shows.

5th YEAR . . . New Orleans, consistently delivering a large and loyal audience.

4th YEAR . . . Raleigh, consistently selling for Carolina Power and Light Company.

He'll chalk up more renewals for you, too!

EASIER SALES

- *"Boston Blackie's 19.1, the highest rated show on Sunday afternoon in Kansas City."*
  James Coy—Rogers & Smith Advertising Agency
- *"Boston Blackie has the most loyal listening audience of any show we've ever had on the air and is Lake Charles most outstanding mystery show."*
  James H. Jesse, Pgm. Dir., Station KLOU, Lake Charles, La.
- *"Today marks the 91st broadcast of Boston Blackie for Falls City Beer—Louisville. Our latest Hooper tops all network and local competitive programs."*
  Ray D. Williams—Prater Advertising Agency
- *"We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule 'Blackie' for play-by-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."*
  John T. Rutledge, Ass't. Gen. Mgr., Station WVJS, Owensboro, Ky.

He'll chalk up easier sales for you, too!

Now, on TV!

AM + TV = TOP RESULTS!

Boston Blackie on TV is already proving the fastest seller ever.
Sponsored by big-name advertisers on top TV stations in:

NEW YORK CITY, CHICAGO, LOS ANGELES, WASHINGTON, D. C., DETROIT, CINCINNATI, DAYTON, COLUMBUS, PITTSBURGH, CLEVELAND, LANCASTER, TOLEDO, MINNEAPOLIS, RICHMOND, NORFOLK, ATLANTA

HURRY—YOUR MARKET MAY STILL BE AVAILABLE!
WRITE, WIRE OR PHONE.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Where Top Ad Budgets Go

(Continued from page 74)

Drugs & Toiletries (Cont'd)

NEPERA CHEMICAL CO.

	1946	1949	1950	1951
Network Radio	.....	.....	212,787	.....
Network TV	.....	.....	.....	.....
Magazines	.....	.....	403,880	78,548
Newspapers	.....	256,801	1,373,466	
Total		256,801	1,990,133	

POND'S EXTRACT CO.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	1,416,162	1,272,772	1,243,782	1,447,836
Newspapers	581,700	523,852	754,306	
Total	1,997,862	1,796,624	1,998,088	

R. B. SEMLER INC.

	1946	1949	1950	1951
Network Radio	1,231,278	461,796	197,704	.....
Network TV	.....	.....	.....	.....
Magazines	877,205	215,770	265,643	178,121
Newspapers	.....	49,904	255,618	
Total	2,108,483	727,470	718,965	

SERUTAN CO.

	1946	1949	1950	1951
Network Radio	1,266,839	784,877	1,018,001	1,217,973
Network TV	.....	.....	64,416	.....
Magazines	2,222	2,718	.....	74,063
Newspapers	194,370	201,091	415,231	
Total	1,463,431	988,686	1,497,648	

E. R. SQUIBB & SONS

	1946	1949	1950	1951
Network Radio	804,091	.....	.....	149,439
Network TV	.....	.....	.....	.....
Magazines	835,790	1,047,665	843,985	669,970
Newspapers	111,219	163,324	327,205	
Total	1,751,100	1,210,989	1,171,190	

STERLING DRUG INC.

	1946	1949	1950	1951
Network Radio	9,455,334	8,107,859	7,591,040	6,908,141
Network TV	.....	6,748	78,390	574,035
Magazines	1,679,495	1,502,285	1,748,808	1,319,171
Newspapers	1,625,687	3,085,305	1,994,246	
Total	12,760,516	12,707,197	11,412,484	

VICK CHEMICAL CO.

	1946	1949	1950	1951
Network Radio	330,396	15,792	.....	.....
Network TV	.....	4,200	.....	.....
Magazines	1,040,718	341,585	295,972	250,722
Newspapers	381,573	582,110	647,671	
Total	1,752,687	943,687	943,643	

WARNER-HUDNUT CO.

	1946	1949	1950	1951
Network Radio	504,241	.....	628,624	619,016
Network TV	.....	.....	.....	224,472
Magazines	888,233	884,464	801,117	211,339
Newspapers	382,042	653,327	173,277	
Total	1,774,516	1,537,791	1,603,018	

WILDROOT CO.

	1946	1949	1950	1951
Network Radio	875,267	1,121,033	1,466,827	841,407
Network TV	.....	.....	72,200	270,905
Magazines	288,520	104,255	.....	230,434
Newspapers	160,541	621,491	386,247	
Total	1,324,328	1,846,779	1,925,274	

ENTERTAINMENT

LOEW'S INC.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	1,172,070	1,125,879	891,704	1,015,219
Newspapers	519,988	142,725	313,107	
Total	1,692,058	1,268,604	1,204,811	

RKO PICTURES CORP.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	2,597,011	1,345,392	1,486,204	1,440,327
Newspapers	268,200	243,926	324,001	
Total	2,865,211	1,589,318	1,810,205	

FARM EQUIPMENT

ALLIS CHALMERS MFG. CO.

	1946	1949	1950	1951
Network Radio	961,074	439,264	432,200	415,448
Network TV	.....	4,275	9,908	19,200
Magazines	438,709	556,028	539,558	648,344
Newspapers	34,613	.....	.....	
Total	1,434,396	999,567	981,666	

INTERNATIONAL HARVESTER CO.

	1946	1949	1950	1951
Network Radio	609,792	561,303	478,591	.....
Network TV	.....	.....	.....	.....
Magazines	1,223,353	1,414,545	1,216,476	1,006,742
Newspapers	100,806	506,268	347,634	
Total	1,933,951	2,482,116	2,042,701	

FOODS

AMERICAN MEAT INSTITUTE

	1946	1949	1950	1951
Network Radio	807,312	230,684	.....	.....
Network TV	.....	.....	.....	.....
Magazines	807,443	954,648	1,370,049	1,580,394
Newspapers	110,045	168,569	261,605	
Total	1,724,800	1,353,901	1,631,654	

ARMOUR & CO.

	1946	1949	1950	1951
Network Radio	196,124	1,121,308	904,417	1,697,085
Network TV	.....	.....	151,005	403,290
Magazines	1,390,298	1,654,097	1,521,930	1,421,712
Newspapers	599,249	2,814,009	2,141,452	
Total	2,185,671	5,589,414	4,718,804	

BEST FOODS INC.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	112,020	495,300
Magazines	799,590	508,371	564,124	677,885
Newspapers	633,317	1,782,423	1,890,302	
Total	1,432,907	2,290,794	2,566,446	

BORDEN CO.

	1946	1949	1950	1951
Network Radio	1,189,957	670,739	110,129	.....
Network TV	.....	.....	45,240	537,600
Magazines	2,133,835	2,037,239	1,808,333	1,971,938
Newspapers	1,162,577	1,511,270	1,598,955	
Total	4,486,369	4,219,248	3,562,657	

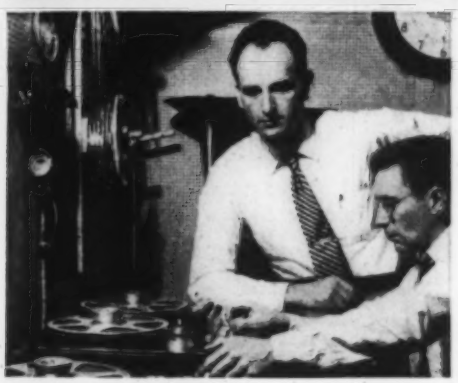
CALIFORNIA PACKING CORP.

	1946	1949	1950	1951
Network Radio	.....	34,458	65,658	.....
Network TV	.....	.....	.....	.....
Magazines	875,980	1,537,194	1,704,281	1,655,236
Newspapers	187,024	250,985	393,506	
Total	1,063,004	1,822,637	2,163,445	

(Continued on page 80)

RADIO CRIME FIGHTERS TAKE TO TAPE!

Prove their case with dramatic on-the-spot recordings



"THE NATION'S NIGHTMARE," CBS series on criminal empires in America, attracted such wide acclaim that several broadcasts in the series were re-run. Irving Gitlin (above) produced the series from tape recordings made in gambling houses and numbers stations, aboard ships and in private homes all over the country.

Radio has a new, vivid way of awakening the American public to the dangers of organized crime. Thanks to the wonders of tape recording, listeners hear the actual voices of criminals and victims, police and witnesses as they tell their stories in their own words.

"Scotch" Sound Recording Tape is ideal for any kind of documentary program. Tape goes everywhere, hears everything, reproduces it with matchless fidelity. Recordings can be transferred from tape to tape without loss of quality; the same tape can be used countless times (each recording automatically erases the preceding one). Editing is easy, too. Unwanted portions are merely scissored out and the remainder spliced with "Scotch" Splicing Tape.

Want help with your recording problems or tips on production savings you can make with tape? Address Dept. BT- 32, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a Sound Engineer call on you immediately.

SMOOTHLY-PACED PROGRAMS are guaranteed, production problems simplified with "Scotch" Sound Recording Tape. Changes can be made and dubbed in without re-assembling the entire cast; shows can be recorded a portion at a time; fluffs and miscues can be edited out; programs can be timed exactly.

Here's why recording engineers use more "SCOTCH" Sound Recording Tape than all other brands combined

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping — always lies flat on head
- Lubricated for longer tape life

IMPORTANT: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the *lubricated* tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major radio networks and for master recording by leading record companies.

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn. — also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

Where Top Ad Budgets Go

(Continued from page 78)

Foods (Cont'd)

CAMPBELL SOUP CO.

	1946	1949	1950	1951
Network Radio	2,491,030	5,671,548	5,733,819	5,055,179
Network TV	.....	.....	168,000	590,070
Magazines	1,695,040	3,307,654	3,324,478	3,444,748
Newspapers	9,308	416,492	578,615	.....
Total	4,195,378	9,395,694	9,804,912	

CARNATION CO.

	1946	1949	1950	1951
Network Radio	1,453,258	1,162,340	1,434,096	1,342,419
Network TV	.....	.....	75,630	438,165
Magazines	382,205	355,798	294,015	264,674
Newspapers	293,774	810,012	918,649	.....
Total	2,129,237	2,328,150	2,722,390	

CONTINENTAL BAKING CO.

	1946	1949	1950	1951
Network Radio	706,515	798,309	771,534	733,677
Network TV	.....	.....	.....	.....
Magazines	.....	.....	.....	.....
Newspapers	809,889	1,388,129	1,142,096	.....
Total	1,516,404	2,186,438	1,913,630	

CORN PRODUCTS REFINING CO.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	408,515
Magazines	1,372,770	1,160,474	985,271	1,190,275
Newspapers	138,806	708,580	1,119,931	.....
Total	1,511,576	1,869,054	2,105,202	

CUDAHY PACKING CO.

	1946	1949	1950	1951
Network Radio	606,588	490,257	618,116	403,860
Network TV	.....	.....	.....	.....
Magazines	352,574	967,981	870,138	502,118
Newspapers	314,818	853,663	590,221	.....
Total	1,273,980	2,311,901	2,078,475	

FLORIDA CITRUS COMMISSION

	1946	1949	1950	1951
Network Radio	320,892	.....	.....	.....
Network TV	.....	.....	.....	94,170
Magazines	482,375	843,847	619,461	573,565
Newspapers	880,295	355,739	474,497	.....
Total	1,683,562	1,199,586	1,093,958	

GENERAL FOODS CORP.

	1946	1949	1950	1951
Network Radio	7,713,191	7,456,943	7,506,216	6,869,503
Network TV	.....	365,696	1,128,606	5,730,773
Magazines	2,769,626	6,780,476	7,987,033	7,206,828
Newspapers	2,076,634	5,124,784	6,415,618	.....
Total	12,559,451	19,727,899	23,037,473	

GENERAL MILLS INC.

	1946	1949	1950	1951
Network Radio	6,801,830	6,742,004	7,820,752	6,490,270
Network TV	.....	75,027	520,853	1,884,485
Magazines	1,033,144	2,376,852	2,161,890	2,260,639
Newspapers	1,849,268	3,253,998	3,376,986	.....
Total	9,684,242	12,447,881	13,880,481	

H. J. HEINZ CO.

	1946	1949	1950	1951
Network Radio	.....	214,224	947,178	934,236
Network TV	.....	.....	.....	.....
Mazagines	842,680	1,236,647	712,799	1,086,654
Newspapers	419,056	1,549,161	895,415	.....
Total	1,261,736	3,000,032	2,555,392	

KELLOGG CO.

	1946	1949	1950	1951
Network Radio	2,791,967	43,491	438,363	1,688,979
Network TV	.....	128,712	490,625	2,314,310
Magazines	364,413	1,670,954	1,976,788	1,262,505
Newspapers	550,359	2,306,289	2,149,556	.....
Total	3,706,739	4,149,446	5,055,332	

LIBBY, McNEILL & LIBBY

	1946	1949	1950	1951
Network Radio	1,609,684	1,335,747	283,449	.....
Network TV	.....	24,780	69,375	121,425
Magazines	536,442	823,157	970,924	1,289,797
Newspapers	411,116	1,282,828	1,018,493	.....
Total	2,557,242	3,466,512	2,342,241	

NATIONAL BISCUIT CO.

	1946	1949	1950	1951
Network Radio	.....	2,565,975	2,095,447	1,866,962
Network TV	.....	5,680	.....	343,665
Magazines	1,261,981	1,220,529	1,224,826	1,373,810
Newspapers	462,977	793,837	1,426,120	.....
Total	1,724,958	4,586,021	4,746,393	

NATIONAL DAIRY PRODUCTS CORP.

	1946	1949	1950	1951
Network Radio	1,702,684	2,142,694	1,487,732	1,669,184
Network TV	.....	453,990	1,356,652	2,116,023
Magazines	1,313,816	1,573,713	2,160,733	4,010,661
Newspapers	954,194	1,785,675	3,021,091	.....
Total	3,970,694	5,956,072	8,026,208	

PET MILK CO.

	1946	1949	1950	1951
Network Radio	884,996	1,208,224	1,248,860	1,191,354
Network TV	.....	.....	.....	475,325
Magazines	.....	.....	.....	.....
Newspapers	.....	433,094	245,202	.....
Total	884,996	1,641,318	1,494,062	

PILLSBURY MILLS

	1946	1949	1950	1951
Network Radio	357,243	2,541,111	2,614,841	3,702,352
Network TV	.....	.....	98,900	465,835
Magazines	336,649	1,541,076	1,979,239	1,963,506
Newspapers	455,589	2,884,770	1,509,412	.....
Total	1,149,481	6,966,957	6,202,392	

QUAKER OATS CO.

	1946	1949	1950	1951
Network Radio	2,425,474	2,590,522	2,537,949	1,169,005
Network TV	.....	4,000	350,183	2,122,585
Magazines	512,471	625,551	1,119,645	1,404,155
Newspapers	1,343,081	3,763,699	3,529,399	.....
Total	4,281,026	6,983,772	7,537,176	

RALSTON PURINA CO.

	1946	1949	1950	1951
Network Radio	1,471,133	1,197,447	788,734	117,753
Network TV	.....	.....	.....	686,057
Magazines	471,801	149,099	156,288	297,706
Newspapers	154,909	720,686	955,644	.....
Total	2,097,843	2,067,232	1,900,666	

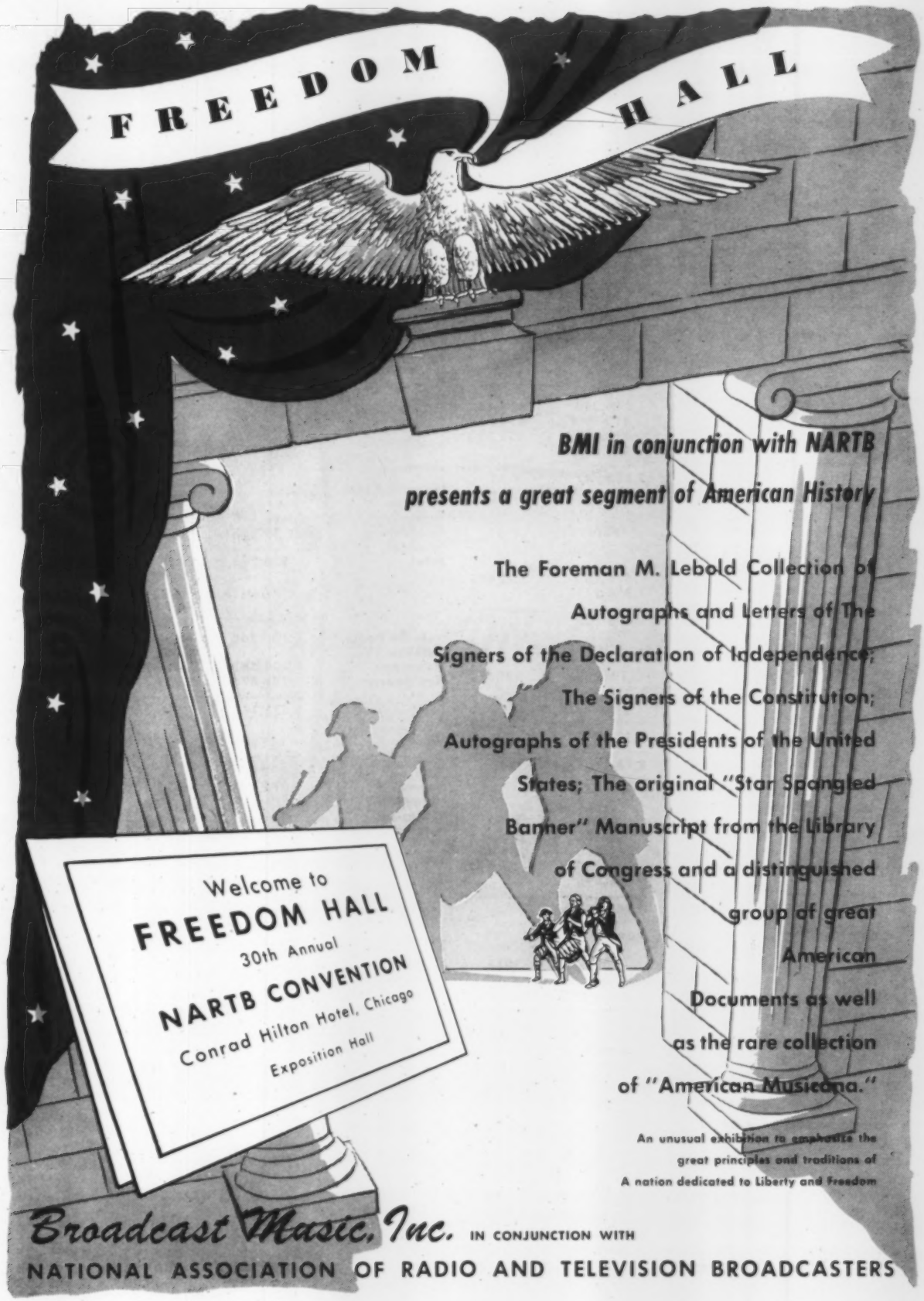
STANDARD BRANDS

	1946	1949	1950	1951
Network Radio	2,017,976	182,172	.....	.....
Network TV	.....	.....	29,170	531,830
Magazines	1,662,390	1,268,588	926,252	1,422,453
Newspapers	817,599	2,717,617	4,527,375	.....
Total	4,497,965	4,168,377	5,482,797	

STOKELY—VAN CAMP

	1946	1949	1950	1951
Network Radio	297,006	.....	.....	.....
Network TV	.....	.....	378,280	731,300
Magazines	931,522	441,670	554,079	544,226
Newspapers	116,321	105,488	445,766	.....
Total	1,344,849	547,158	1,378,125	

(Continued on page 82)


FREEDOM HALL
BMI in conjunction with NARTB
presents a great segment of American History
The Foreman M. Lebold Collection of
Autographs and Letters of The
Signers of the Declaration of Independence;
The Signers of the Constitution;
Autographs of the Presidents of the United
States; The original "Star Spangled
Banner" Manuscript from the Library
of Congress and a distinguished
group of great
American
Documents as well
as the rare collection
of "American Musicana."
An unusual exhibition to emphasize the
great principles and traditions of
A nation dedicated to Liberty and Freedom
Welcome to
FREEDOM HALL
30th Annual
NARTB CONVENTION
Conrad Hilton Hotel, Chicago
Exposition Hall
Broadcast Music, Inc. IN CONJUNCTION WITH
NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

Where Top Ad Budgets Go

(Continued from page 80)

Foods (Cont'd)

SWIFT & CO.

	1946	1949	1950	1951
Network Radio	1,865,658	3,021,444	2,959,653	3,396,951
Network TV	.....	126,998	56,945	512,845
Magazines	2,844,196	3,133,555	3,435,766	2,433,367
Newspapers	1,346,973	3,397,211	2,730,084	
Total	6,056,827	9,679,208	9,182,448	

WANDER CO.

	1946	1949	1950	1951
Network Radio	528,351	387,136	.....	.....
Network TV	.....	.....	301,289	359,735
Magazines	734,722	367,110	371,305	467,403
Newspapers	520,961	382,148	329,639	
Total	1,784,034	1,136,394	1,002,233	

GASOLINE & MOTOR OIL

GULF OIL CORP.

	1946	1949	1950	1951
Network Radio	567,488	646,806	1,014,260	603,118
Network TV	.....	214,770	365,580	634,050
Magazines	287,443	369,330	390,823	431,380
Newspapers	164,742	153,745	418,084	
Total	1,019,673	1,384,651	2,188,747	

SHELL OIL CORP.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	783,835	962,082	410,251	652,616
Newspapers	362,067	1,041,056	1,318,971	
Total	1,145,902	2,003,138	1,729,222	

SOCONY-VACUUM OIL CO.

	1946	1949	1950	1951
Network Radio	864,922	1,050	.....	.....
Network TV	.....	7,920	.....	.....
Magazines	1,625,751	1,334,020	1,652,425	1,382,809
Newspapers	321,208	1,143,303	1,104,982	
Total	2,811,881	2,486,293	2,757,407	

STANDARD OIL CO. OF INDIANA

	1946	1949	1950	1951
Network Radio	.....	396,686	907,166	1,342,613
Network TV	.....	42,585	84,360	205,485
Magazines	190,019	74,950	74,950	81,890
Newspapers	366,882	609,002	882,898	
Total	556,901	1,123,223	1,949,374	

STANDARD OIL CO. OF NEW JERSEY

	1946	1949	1950	1951
Network Radio	.....	454,295	.....	.....
Network TV	.....	39,016	236,970	420,855
Magazines	225,710	117,081	47,279	28,607
Newspapers	764,417	1,030,323	1,270,023	
Total	990,127	1,640,715	1,554,272	

SUN OIL CO.

	1946	1949	1950	1951
Network Radio	1,010,256	1,049,984	1,043,736	993,241
Network TV	.....	72,958	199,416	.....
Magazines	22,656	31,448	34,759	35,609
Newspapers	456,852	698,651	610,102	
Total	1,489,764	1,853,041	1,888,013	

TEXAS CO.

	1946	1949	1950	1951
Network Radio	1,083,318	677,225	293,771	253,628
Network TV	.....	297,640	576,875	1,166,625
Magazines	1,678,525	1,362,600	1,614,065	1,897,230
Newspapers	205,790	57,172	54,861	
Total	2,967,633	2,394,637	2,539,572	

UNION CARBIDE & CARBON CORP.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	133,580
Magazines	1,527,830	1,454,185	1,058,100	1,166,380
Newspapers	15,504	302,149	820,286	
Total	1,543,334	1,756,334	1,878,386	

HOUSEHOLD FURNISHINGS & EQUIPMENT

ADMIRAL CORP.

	1946	1949	1950	1951
Network Radio	.....	.....	34,347	127,157
Network TV	.....	471,816	759,533	1,322,504
Magazines	248,432	696,195	1,023,659	990,910
Newspapers	98,027	1,117,121	2,724,631	
Total	346,459	2,285,132	4,542,170	

ARMSTRONG CORK CO.

	1946	1949	1950	1951
Network Radio	403,422	455,638	458,416	449,029
Network TV	.....	.....	248,730	807,690
Magazines	608,165	1,302,777	1,322,697	1,226,104
Newspapers	.....	.....	.....	.....
Total	1,011,587	1,758,415	2,029,843	

AVCO MFG. CORP.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	259,735	270,795	1,037,599
Magazines	406,140	1,081,139	1,780,811	1,655,247
Newspapers	99,583	1,356,158	1,540,582	
Total	505,723	2,697,032	3,592,188	

GENERAL ELECTRIC CO.

	1946	1949	1950	1951
Network Radio	1,730,448	1,624,324	39,650	248,462
Network TV	.....	192,928	694,933	2,163,996
Magazines	4,204,781	5,480,714	8,453,200	9,758,272
Newspapers	739,874	3,927,574	4,202,942	
Total	6,675,103	11,225,540	13,390,725	

INTERNATIONAL SILVER CO.

	1946	1949	1950	1951
Network Radio	572,983	422,408	.....	.....
Network TV	.....	80,647	115,560	580
Magazines	1,010,538	1,583,823	1,706,220	1,792,374
Newspapers	20,824	36,599	.....	.....
Total	1,604,345	2,123,477	1,821,780	

MOTOROLA INC.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	24,450
Network TV	.....	34,230	286,350	340,864
Magazines	.....	431,656	1,066,549	857,425
Newspapers	.....	547,945	2,046,758	
Total	.....	1,013,831	3,399,657	

NASH-KELVINATOR CORP.

	1946	1949	1950	1951
Network Radio	608,700	492,976	.....	.....
Network TV	.....	32,400	563,460	1,211,902
Magazines	1,278,933	1,860,497	2,047,806	1,547,059
Newspapers	262,629	2,292,452	2,210,038	
Total	2,150,262	4,678,325	4,821,304	

PHILCO CORP.

	1946	1949	1950	1951
Network Radio	1,806,230	1,964,929	1,618,266	1,619,978
Network TV	.....	327,150	1,011,428	1,772,909
Magazines	573,890	860,164	948,418	1,125,412
Newspapers	182,109	1,756,458	2,373,382	
Total	2,562,229	4,908,701	5,951,494	

(Continued on page 86)

Give YOUR salesmen SOMETHING TO SELL!

TO SPONSORS

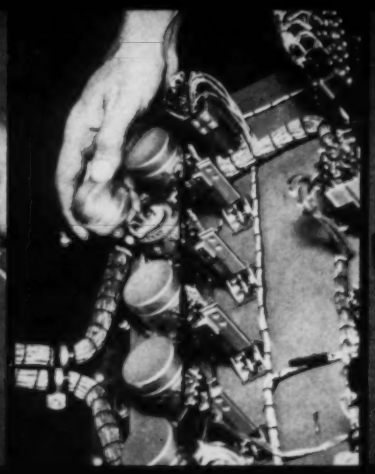
SPONSORS SIGN When they SEE and HEAR Sales Aids for Shows from the SESAC Transcribed Library

Colorful brochures describe the shows. *Sample discs* demonstrate how they sound. The sponsor sees, hears, and buys! Then you produce his shows right at the station with music and scripts from the SESAC Transcribed Library.

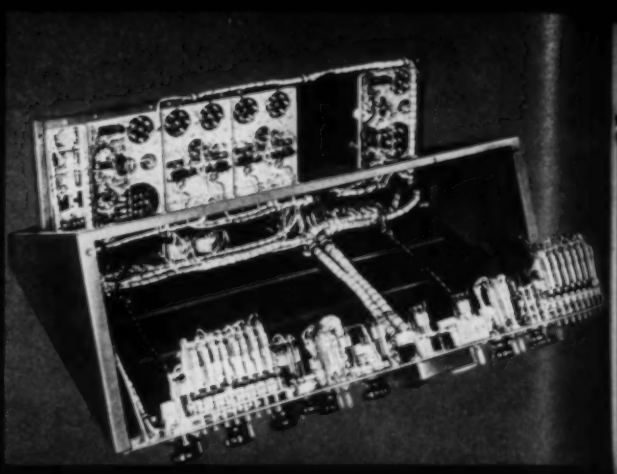
Write for details or
See how SESAC sells for you —
NARTB Convention, Suite 557A

SESAC INC., 475 Fifth Avenue, New York 17, N. Y.

New compact amplifiers—use low-noise, long-life, miniature tubes.



Every component is easy to get at for inspection and maintenance.



Accessibility, plus! New hinged control panel swings down; amplifier frame swings up.

9 EXTRA FEATURES of the

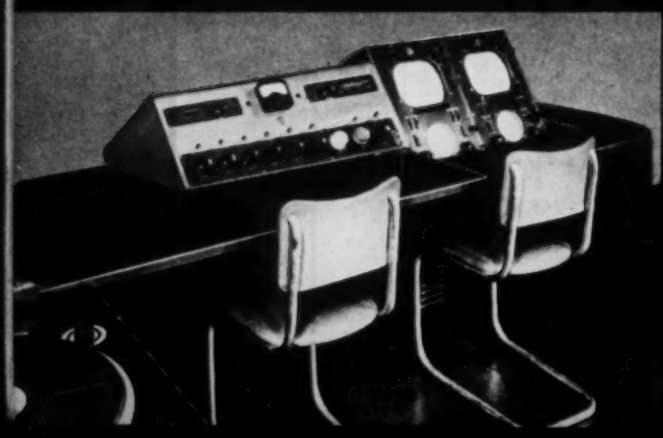
THE EASY WAY the BC-2B Consolette handles is due in great measure to the careful attention RCA engineers have given to construction details—and to a number of unique operating features (not found in their entirety in any standard consolette). Some of these advantages are pictured on these pages.

For example, see how easy it is to get at the amplifiers and components. Note how every inch of wiring can be reached without disturbing the installation. See how the consolette fits snugly into the control room—unobtrusively. See how the styling matches other RCA audio and video equipments.

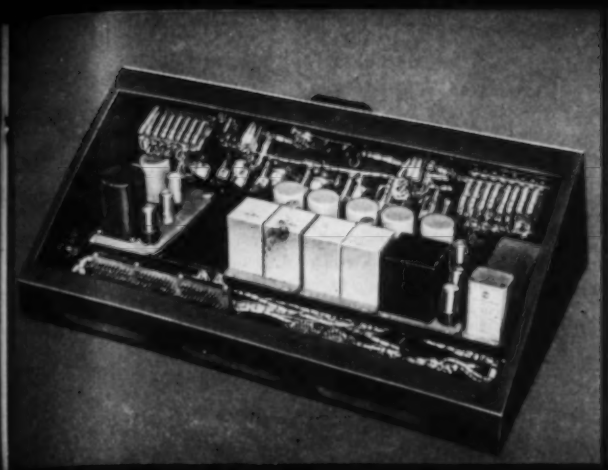
Based on more than 25 years of experience in building studio consolettes, type BC-2B is in our opinion a high point in consolette design. The instrument includes all essential elements needed by most AM-FM and TV stations. And every feature has been operation-proved—many in RCA de-luxe custom-built equipment. *Type BC-2B is available at a "package" price!*

For details, call your RCA Broadcast Sales Representative.

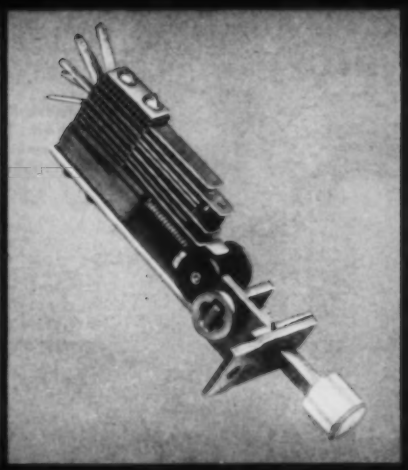
Type BC-2B is styled to match RCA video equipment—like this familiar video console.



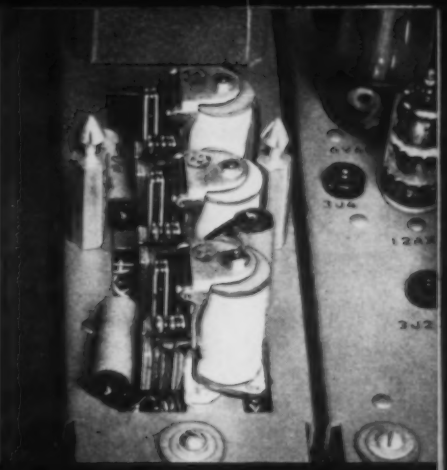
. . . and it's styled to match other RCA audio equipment, too—like this master switcher, for instance.



All external connections are made to two terminal blocks. To get at them, just lift the cover.



New, reliable interlocking push-button switches are leaf-type and cam-operated.



Improved, faster-operating speaker relays eliminate key clicks and audio feedback.

new consolette

Low height, and 30-degree sloping front and top offer maximum studio visibility. You can install the BC-2B tight up against your studio window. There are no rear connections.

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

Where Top Ad Budgets Go

(Continued from page 82)

Household Furnishings & Equipment (Cont'd)

RCA

	1946	1949	1950	1951
Network Radio	600,224	277,209	906,155	2,260,414
Network TV	.....	900,405	912,152	1,064,780
Magazines	1,346,210	1,286,238	1,522,691	1,285,586
Newspapers	181,226	2,056,591	3,168,624	
Total	2,127,660	4,520,443	6,509,622	

SCOTT PAPER CO.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	34,660	.....	.....
Magazines	875,892	1,317,881	1,791,458	1,743,168
Newspapers	317,093	292,564	765,452	
Total	1,192,985	1,645,105	2,556,910	

WESTINGHOUSE ELECTRIC CORP.

	1946	1949	1950	1951
Network Radio	1,224,735	903,997	152,895	14,366
Network TV	.....	181,390	673,920	2,083,610
Magazines	432,709	1,642,588	1,987,547	2,807,867
Newspapers	221,483	2,499,786	2,407,941	
Total	1,878,927	5,223,761	5,222,303	

ZENITH RADIO CORP.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	492,706	875,734	1,134,228	1,127,766
Newspapers	58,621	558,868	792,991	
Total	551,327	1,434,602	1,927,219	

PHOTOGRAPHY

EASTMAN KODAK CO.

	1946	1949	1950	1951
Network Radio	.....	.....	.....	.....
Network TV	.....	.....	.....	.....
Magazines	1,471,271	1,924,840	1,803,205	1,842,303
Newspapers	.....	598,342	384,263	
Total	1,471,271	2,523,182	2,187,468	

SMOKING MATERIALS

AMERICAN TOBACCO CO.

	1946	1949	1950	1951
Network Radio	2,090,894	4,318,658	4,091,789	3,302,906
Network TV	.....	271,260	951,715	2,975,957
Magazines	1,047,945	3,436,454	3,883,237	3,576,554
Newspapers	1,489,215	3,449,973	2,088,336	
Total	4,628,054	11,476,345	11,015,077	

BAYUK CIGARS INC.

	1946	1949	1950	1951
Network Radio	1,220,280	919,124	.....	.....
Network TV	.....	.....	.....	.....
Magazines	.....	.....	.....	.....
Newspapers	119,121	494,682	887,575	
Total	1,339,401	1,413,806	887,575	

BROWN & WILLIAMSON TOBACCO CORP.

	1946	1949	1950	1951
Network Radio	2,128,653	899,910	1,057,626	536,118
Network TV	.....	.....	.....	.....
Magazines	64,265	71,315	67,940	152,923
Newspapers	1,144,886	538,555	352,608	
Total	3,337,804	1,509,780	1,478,174	

LIGGETT & MYERS TOBACCO CO.

	1946	1949	1950	1951
Network Radio	2,734,140	5,228,772	5,217,562	5,337,327
Network TV	.....	594,440	1,074,141	3,529,136
Magazines	1,733,854	2,618,365	1,973,843	2,336,835
Newspapers	270,591	395,174	440,165	
Total	4,738,585	8,836,751	8,705,711	

P. LORILLARD & CO.

	1946	1949	1950	1951
Network Radio	1,605,893	2,122,871	1,945,390	2,748,941
Network TV	.....	397,781	1,458,125	3,065,135
Magazines	469,090	1,968,134	1,581,607	1,798,290
Newspapers	552,337	760,992	834,314	
Total	2,627,320	5,249,778	5,819,436	

PHILIP MORRIS & CO.

	1946	1949	1950	1951
Network Radio	2,280,443	4,255,934	4,629,105	4,465,272
Network TV	.....	241,127	537,328	1,614,180
Magazines	986,004	290,980	291,780	408,656
Newspapers	899,991	4,069,170	3,571,013	
Total	4,166,438	8,857,211	9,029,226	

R. J. REYNOLDS TOBACCO CO.

	1946	1949	1950	1951
Network Radio	2,616,594	3,714,544	3,872,050	3,193,134
Network TV	.....	726,400	1,642,425	4,988,665
Magazines	2,646,536	3,261,001	2,657,041	2,725,108
Newspapers	892,616	4,811,843	5,368,930	
Total	6,155,746	12,513,788	13,540,446	

RONSON ART METAL WORKS

	1946	1949	1950	1951
Network Radio	168,258	1,143,928	906,075	505,102
Network TV	.....	19,350	109,725	316,909
Magazines	229,000	436,560	458,970	276,725
Newspapers	50,400	152,894	47,693	
Total	447,658	1,752,732	1,522,463	

SOAPS

COLGATE-PALMOLIVE-PEET CO.

	1946	1949	1950	1951
Network Radio	4,564,309	3,877,804	3,925,758	4,736,688
Network TV	.....	289,535	847,674	4,489,841
Magazines	2,081,674	3,928,420	3,627,834	4,094,128
Newspapers	3,665,763	12,089,890	8,998,024	*
Total	10,311,746	20,185,649	17,399,290	

LEVER BROS. CO.

	1946	1949	1950	1951
Network Radio	5,789,439	7,141,391	6,826,149	6,615,646
Network TV	.....	162,050	650,765	2,788,711
Magazines	3,302,853	3,659,608	2,587,370	1,947,176
Newspapers	1,641,240	8,047,565	9,625,279	*
Total	10,733,532	19,010,614	19,689,563	

PROCTER & GAMBLE CO.

	1946	1949	1950	1951
Network Radio	17,319,744	17,315,092	18,357,909	18,159,693
Network TV	.....	107,310	570,295	7,579,587
Magazines	3,612,483	4,747,326	4,898,509	7,255,146
Newspapers	3,723,937	8,535,325	9,800,614	*
Total	24,656,164	30,705,053	33,627,327	

TRAVEL

AMERICAN AIRLINES

	1946	1949	1950	1951
Network Radio-TV	.....	.....	.....	.....
Magazines	511,304	807,694	743,187	773,515
Newspapers	288,263	855,896	842,666	
Total	799,567	1,663,590	1,585,853	

GREYHOUND CORP.

	1946	1949	1950	1951
Network Radio	.....	21,160	6,528	.....
Network TV	.....	.....	.....	.....
Magazines	428,228	745,552	703,641	721,870
Newspapers	653,792	1,139,365	1,090,778	
Total	1,082,020	1,906,077	1,800,947	

PENNSYLVANIA RAILROAD

	1946	1949	1950	1951
Network Radio-TV	.....	.....	.....	.....
Magazines	1,478,959	416,182	162,980	582,871
Newspapers	650,429	229,510	206,380	
Total	2,129,388	645,692	369,360	

494 feet above Philadelphia's busiest streets

Most city building codes are easily complied with, but nature's caprices are unpredictable. So, when both the building's owners and WPEN's engineers laid plans for a new AM-FM station atop their new mid-town building they called on Blaw-Knox to design, fabricate and erect a *safe* antenna tower. Their choice was based on the fact that Blaw-Knox has an unequaled record for successful tower installations in congested areas. WPEN's structure is designed to carry the additional load of TV bays if and when required.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh, Pa.

BLAW-KNOX ANTENNA TOWERS

Distributed by GraybaR

Local: Big Business

(Continued from page 36)

Drugs and sundries were the sixth source of local TV advertising in 1951, with 9.4% of the total, compared to 7.8% in 1950 when the ranking was eighth.

Food and groceries provided 8.8% of local advertising in 1951, ranking seventh. The classification ranked seventh in 1950, too, but the proportion was just 8.4%.

Not far behind food and groceries in 1951 was furniture, ranking eighth with 7.8% in contrast to the fourth-place tie attained in 1950 by furniture.

Sporting goods ranked ninth in 1951 with 3.4% and the jewelry-optical goods-camera group was tenth with 3.1%.

* * *

Local Radio Times Sales (Net)
1935-1951

Year	Total	Increase Over Previous Year
1951	$227,434,786	11.4%
1950	203,210,834	11.6
1949	182,144,301	6.5
1948	170,908,165	15.6
1947	147,778,814	27.0
1946	116,380,301	16.6
1945	99,814,042	17.5
1944	84,960,347	29.3
1943	64,104,309	18.9
1942	53,898,916	4.2
1941	51,697,651	15.5
1940	44,756,792	20.0
1939	37,315,774	14.2
1938	32,657,349	(–8.7)
1937	35,745,394	37.1
1936*	.....	....
1935	26,074,476	....

* Data not available

Local TV Time Sales (Net)
1949-1951

1951	$57,701,000	90.0%
1950	30,385,000	221.2
1949	9,459,608	....

* * *

Local Radio Revenue by Product Groups

Product Groups	1951	% Total 1951	1950	% Total 1950	1949	% Total 1949
Autos, Accessories, Repairs & Gasoline	$32,068,305	14.1	$30,684,836	15.1	$26,593,068	14.6
Banks, Building & Loan, Insurance	13,418,652	5.9	9,347,698	4.6	6,739,339	3.7
Beer, Soft Drinks	17,739,913	7.8	16,663,288	8.2	14,389,400	7.9
Dairy Products	7,732,783	3.4	5,283,482	2.6	4,917,896	2.7
Department & Dry Goods Stores	19,559,393	8.6	19,914,662	9.8	18,578,719	10.2
Drugs & Sundries	5,913,304	2.6	5,283,482	2.6	4,917,896	2.7
Food & Groceries	13,873,522	6.1	13,005,493	6.4	10,200,081	5.6
Furniture Stores	14,783,261	6.5	16,663,288	8.2	12,567,957	6.9
Hardware, Feed, Farm Supplies	11,599,174	5.1	7,722,012	3.8	6,557,195	3.6
Home Appliances & Appliance Repairs	19,559,393	8.6	17,476,132	8.6	12,385,812	6.8
Hotels, Restaurants, Taverns	6,595,609	2.9	3,657,795	1.8	4,189,319	2.3
Jewelry, Optical Goods, Cameras	8,187,652	3.6	5,893,114	2.9	6,557,195	3.6
Lumber, Building, etc.	8,187,652	3.6	7,518,801	3.7	6,921,483	3.8
Men's Furnishings	7,277,913	3.2	5,283,482	2.6	6,557,195	3.6
Personal Services (Barbers, Beauty, Cleaning, etc.)	5,003,565	2.2	4,877,060	2.4	3,460,741	1.9
Political	5,458,435	2.4	3,657,795	1.8	4,917,896	2.7
Printing, Publishing, Stationery	4,321,261	1.9	3,657,795	1.8	4,917,896	2.7
Religious	5,890,561	2.5	5,283,482	2.6	5,100,041	2.8
Sporting Goods & Toys	5,913,304	2.6	5,689,903	2.8	5,282,185	2.9
Theatres, Sports, other events	5,936,047	2.7	6,909,168	3.4	6,557,195	3.6
Tobacco	3,866,391	1.7	4,877,060	2.4	4,917,896	2.7
Transportation, Travel & Resorts	4,548,696	2.0	3,861,006	1.9	4,917,896	2.7

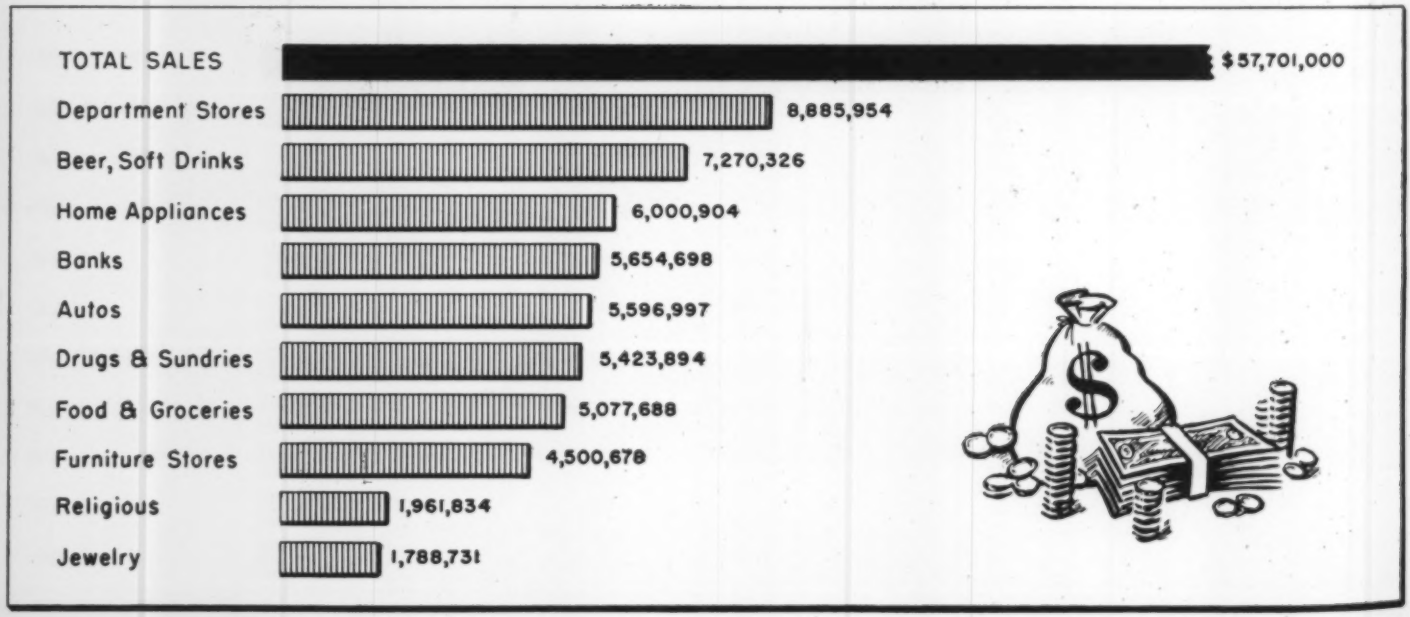
Figures here represent net time sales, after discounts and allowances, and are based on BROADCASTING • TELECASTING survey.

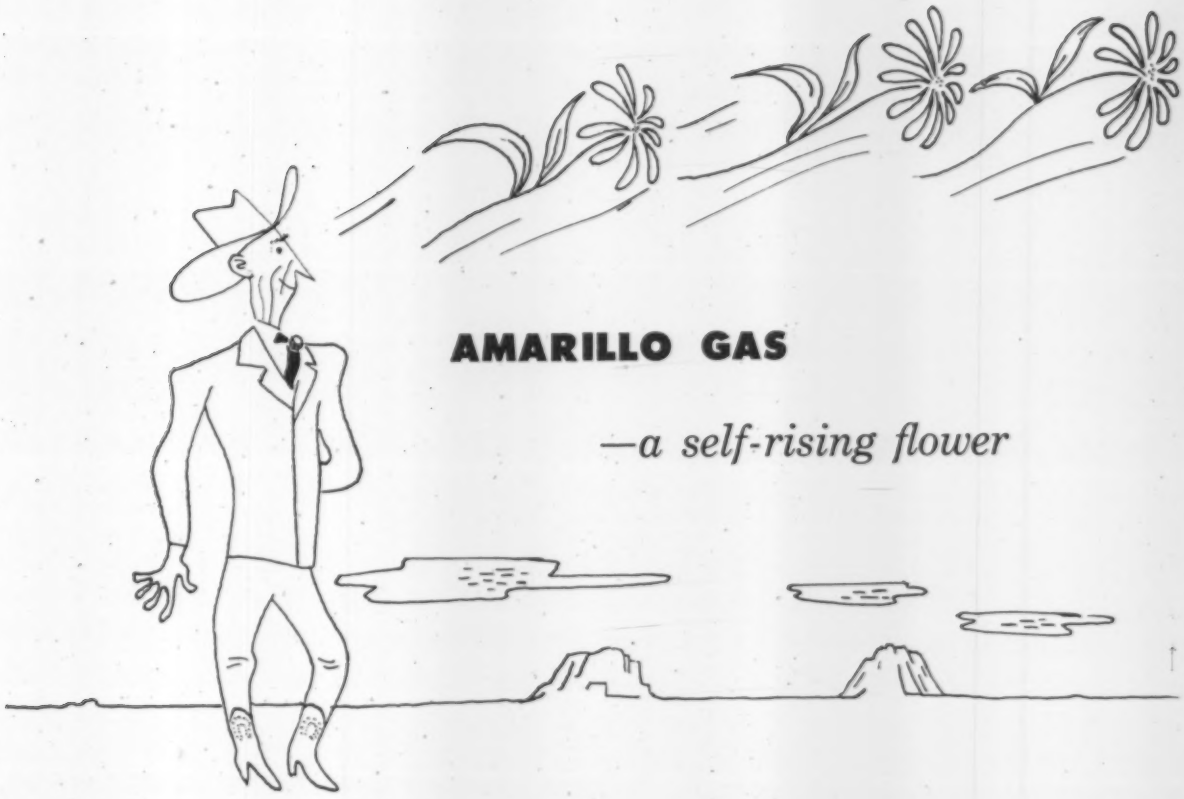
Local TV Revenue by Product Groups

Product Group	1951	% Total 1951	1950	% Total 1950
Autos, Accessories, Repairs & Gasoline	$5,596,997	9.7	$3,038,500	10.0
Banks, Building & Loan, Insurance	5,654,698	9.8	2,947,345	9.7
Beer, Soft Drinks	7,270,326	12.6	3,919,665	12.9
Dairy Products	807,814	1.4	1,033,090	3.4
Department & Dry Goods Stores	8,885,954	15.4	3,858,895	12.7
Drugs & Sundries	5,423,894	9.4	2,370,030	7.8
Food & Groceries	5,077,688	8.8	2,552,340	8.4
Furniture Stores	4,500,678	7.8	3,038,500	10.0
Hardware, Feed, Farm Supplies	692,412	1.2	182,310	.6
Home Appliances & Appliance Repairs	6,000,904	10.4	4,375,440	14.4
Hotels, Restaurants, Taverns	173,103	.3	151,925	.5
Jewelry, Optical Goods, Cameras	1,788,731	3.1	668,470	2.2
Lumber, Building, etc.	288,505	.5	91,155	.3
Men's Furnishings	980,917	1.7	486,160	1.6
Personal Services (Barbers, Beauty, Cleaning, etc.)	57,701	.1	91,155	.3
Political	230,804	.4	60,770	.2
Printing, Publishing Stationery	1,384,824	2.4	60,770	.2
Religious	1,961,834	3.4	972,320	3.2
Sporting Goods & Toys	461,608	.8	212,695	.7
Theatres, Sports, other events	115,402	.2	121,540	.4
Tobacco	346,206	.6	151,925	.5
Transportation, Travel & Resorts	.....	....	.....	....

* * * * * *

Ten Business Groups that Spent Most on Local TV in 1951





AMARILLO GAS

—a self-rising flower

HELIUM, the colorless, odorless, tasteless, exceptionally light non-burning gas, comes from the natural gas and oil fields around Amarillo. Recovery methods were developed here; the main helium field and recovery plant are important points of interest. Once, when a slight touch of Panhandle weather turned the sky black and slammed the temperature down thirty degrees, a transcontinental plane was grounded. One of the impatient passengers, a high-spirited filly from the Coast, checked in at a hotel and bent the clerk's ear. "What's there to see in Amarillo?"

Civic-minded as all get-out, the hotel man volunteered, "We have the only helium plant in the world."

The lady brightened. "Indeed?" she said. "Is it in bloom now?"

The plant isn't in bloom, but Amarillo and the Panhandle are. There's dough-on-the-hoof and the glint of gold on the wheatlands. The oil wells are in flower, the Air Force Base is bustling, the Atomic Energy Commission's Pantex is nearby. Right in the middle of it all is KGNC, a mere bud in 1922, a 10,000 watt nosegay in 1952.

Come pluck the flars.

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

ZIV *ROCKS* THE IND

40,000,000
AROUSED AMERICANS
were jolted by this sensational series in the Saturday Evening Post! . . .

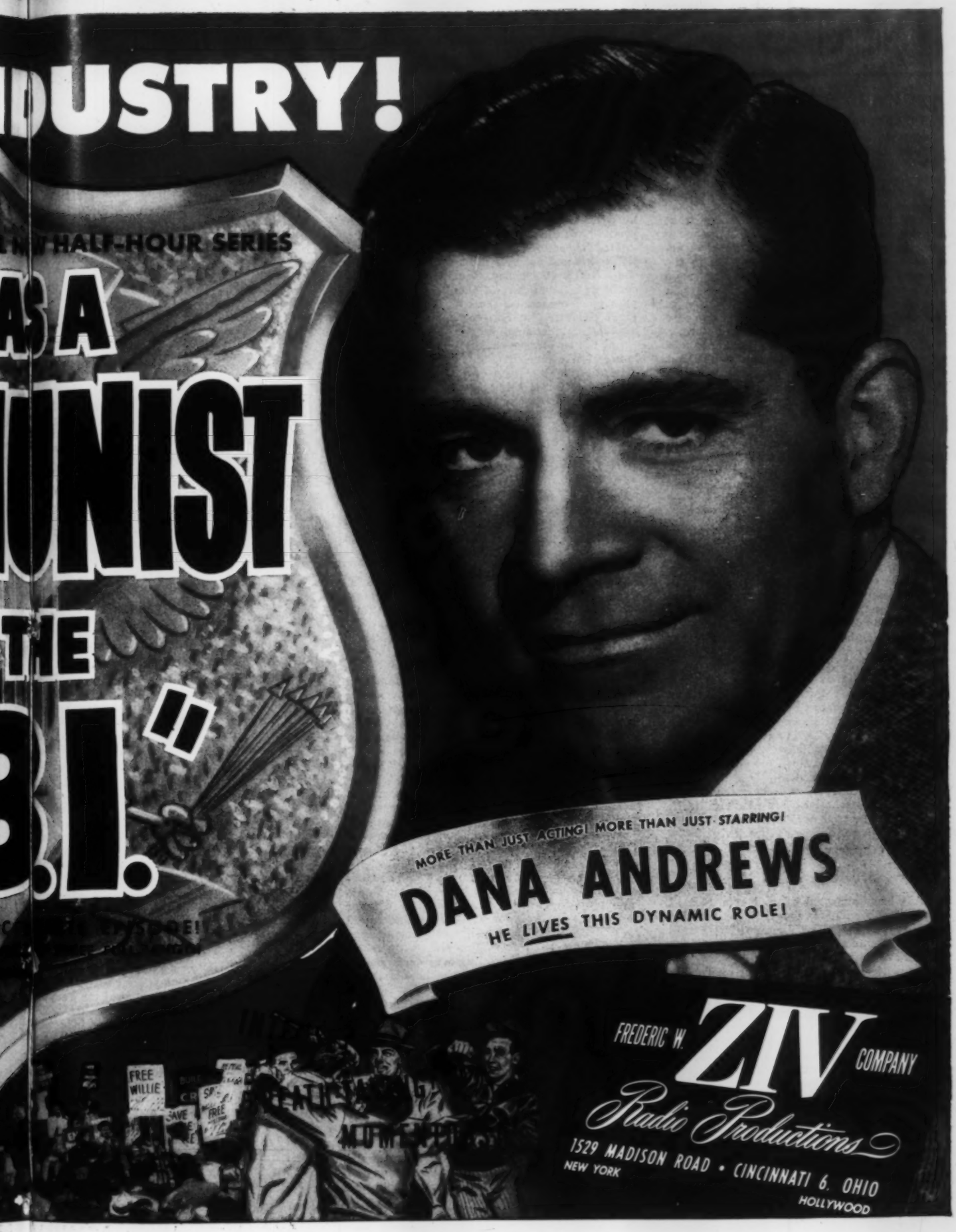
Additional millions of
ALERTED CITIZENS
were awakened by it as a "Must See" movie! . . .

NEVER BEFORE in the history of radio has such a thrilling document been so brilliantly dram[illegible]ized! . . .

WITH THIS SENSATIONAL

"I WAS A COMMU[illegible] FOR THE F.B[illegible]

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP!


DUSTRY!
HALF-HOUR SERIES
AS A
UNIST
THE
B.I."
MORE THAN JUST ACTING! MORE THAN JUST STARRING!
DANA ANDREWS
HE LIVES THIS DYNAMIC ROLE!
FREE WILLIE
SAVE
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

editorial

Business Barometer

IT IS EASY, not to mention trite, to say that broadcasting is at the crossroads, has reached a turning point, is crossing new frontiers. All of these phrases can be translated to mean: Where the hell are we going?

If we could give you a pat answer, we could charge $1,000 a copy for this issue and sell all we could print. You'll notice, however, that our price has not been raised.

But though the price remains, we have accumulated a lot of special information in the "Business Barometer" which starts on page 32. We hope this information will give you a better picture of your business in relation to other media and to the whole U.S. economy than has been presented in one piece before.

Both radio and television are big businesses now, taken as wholes. Radio seems to be about at the end of its enormous expansion, but even if it never grows another inch it still cannot be considered anything but big. The problem that confronts radio today is how to keep the size it has. To judge by the special articles in this issue, one must assume that radio can keep its size, but it must alter its shape.

Local business, which has never been properly exploited by radio, is becoming radio's mainstay. National spot, more thoroughly promoted, is gaining steadily. It's in the network area, as currently understood, that some softness has developed, a problem treated in detail in the editorial on page 27.

Television is about to begin what most people expect to be one of the most phenomenal business expansions in history, even more phenomenal than the bursting-at-the-seams TV growth that took place before the freeze.

Will television be obliged to cannibalize other media to satisfy its appetite? We don't have a pat answer for that one either, but we're taking a good guess.

TV isn't going to put out of business any other medium that keeps awake. TV will take some money from others and may arrest the expansion of some, but it is arriving at a time when the national economy is advancing at hitherto unimagined rates, and advertising volume expanding with it.

Neither radio nor TV will be a haven for the man who wants to let a business run itself, but for the man who enjoys meeting a challenge there is a rewarding future in both.

Code-Baiting: Parlor Game

AS HAD been expected of a document that spelled out in meticulous detail the thou-shaltnots for telecasting, the TV code is being used by some critics as a weapon with which to beat television over the head.

Some critics, obviously having carefully studied the code, have then set about finding violations of it. Violations are not hard to find. To adhere to the exact letter of the code, a telecaster would have to refrain from presenting anything more controversial or suggestive than a still picture of the motto, "God is love."

It was unfortunate that the code was adopted in its present detailed form. A far more flexible guide to good television practice would have served the same purpose—i.e., countering the attacks of Sen. William Benton (D-Conn.) and other do-gooders by expressing the broadcasters' own interest in improving programming. But now that it has been adopted, the code can never be repealed. Television will have to live with it no matter how embarrassing its presence may be.

There is no need, however, to accentuate the embarrassment by continuing to advertise the code as the gospel of faith of all television. To do so is only to invite further attention to the code and further flyspecking by critics who, approaching a deadline without another subject to write about, can always do a column on violations of the code.

Now this is not to advocate a relaxation of morals or abandonment of responsibility. The need for television to maintain high standards is no less important than it was before the code was drawn. But such policing as is necessary cannot be provided by a document. It must be done by people. Happily, some able people have already been chosen for the job.

The TV code review board, composed of practicing telecasters, will meet this week during the NARTB convention. We suggest that they could well spend part of their time evolving a plan to de-emphasize the code, and its all too rigid strictures, and to emphasize the review board's significance.

Let the review board function as a clearinghouse for complaints, giving judicious consideration to questions of taste.

The important thing is not that television has a code but that it has a lively, active board of review to sit in judgment on the behavior of television.

Justice in Sports

CIVIL SUIT filed fortnight ago by the Justice Department charging the International Boxing Club with tying up the sale of radio, television and motion picture rights for championship fights brings sports broadcasts into the news forefront once more.

The question of monopoly, which the government, at least, believes it can prove against the defendants, is no more interesting than the question of rights. Both radio and TV broadcasters have argued this question since the first baseball score went out on the air some 30 years ago.

More than a few contend that radio and television have as much right to report a sports contest, free of all charge, as a newspaper has to give its readers a blow by blow. Advocates of this thinking also feel that there should be no such thing as an "exclusive" radio or TV report, just as there is no "exclusive" newspaper story of the same exercise.

While there is merit in these arguments it seems to us that they represent an "extreme" view. But there can be no denying the interest the radio and television audience has in sports.

Elsewhere in this issue are reports of two recent TV tests. One, by WICU (TV) Erie, on whether the station's audience would rather see a play or the Pabst Blue Ribbon fights came up with a vote of 11,000 to 1,200 in favor of the fights. Another was an announcement by WSPD-TV Toledo that it was going to drop a wrestling program. Complaints were so overwhelming that wrestling was continued.

There can be no doubt of the popularity of sports programs both on radio and TV. Neither is there doubt that both media do much to popularize sports. Television saved wrestling, popularized the roller derby and, while all of the evidence is not in, there is good reason to believe radio and TV have helped rather than hurt the "gate" of every sport reported.

The New York suit will spotlight the inner secrets of the mammoth IBC. Let us hope one result, at least, will be the removal of any restriction that could bar radio and TV broadcasts of boxing matches in the future.

Such a move would be a long step toward freeing the mike and the camera of many of the present obstacles to giving the public the sports programs they want.

our respects to:

ADRIAN MASSEY MURPHY

IN THE PROCESS of adjusting to his new office as president of CBS Radio, Adrian Murphy naturally is passing through a succession of new experiences, not the least unusual of which, for him, is that of working at a desk. Mr. Murphy never has had a desk before.

Although it is an unpretentious model which would leave a more executive-type executive feeling shamefully nude, he intends to be rid of his present one as soon as he moves from temporary to permanent presidential quarters, currently being prepared on the brass-level seventh floor of CBS Radio's new 52d St. building in New York.

Mr. Murphy explains his penchant for desklessness with some logic:

"I've found that in my work most of it is talking; a lot of it is reading; some is dictating. The least is writing. For writing, any reasonable surface will do. For the other 95%, a good easy chair is much more comfortable."

When Mr. Murphy was moved into the CBS Radio presidency on March 12 of this year, succeeding Howard Meighan, a common reaction among outsiders was that a television man—a color television man, at that—was going to run a radio network.

The new radio president has, indeed, been most widely known as "a television man"; more recently and more specifically, as the man who guided the CBS color television system successfully through the protracted, heated, and, as often as not, bitter battle for standardization by the FCC.

But his record shows considerable experience in radio and other phases of communication, too.

Now 46, Mr. Murphy joined CBS some 16 years ago as assistant to Paul Kesten, subsequently executive vice president of the network but at that time on special assignment to explore and stake out new projects for the company. He had met Mr. Kesten while working for the Norman Bel Geddes industrial design organization in 1934-35 when it was engaged in a studio design project for CBS.

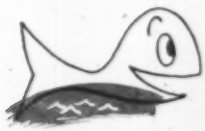
As a result of the Kesten-Murphy explorations, CBS reintensified its television operations in 1936 (having broadcast TV programs regularly from 1931-33); moved into its shortwave operations (now a part of the State Dept.'s Voice of America program), and got into the record business (through the purchase of the American Record Co. in 1938).

The function of Messrs. Kesten and Murphy

(Continued on page 106)

In Western Washington

NOT TOO SMALL...



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BUT JUST RIGHT*

***JUST RIGHT** means no-waste, low-cost coverage of the concentrated "hook" market of Western Washington, home for 86.9% of the people, though only 7% of the land area.

Some stations are too small to do a "market" job.

Some stations are too big — go far beyond the market into non-productive areas — at high cost.

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KJR's 5000 watts is all you need for the rich, concentrated Sound market. Our "hook" coverage means low-cost selling.

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REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

KJR
SEATTLE 5000 WATTS

Catches the Sound Market

front office

WALTER HAASE, general manager of WDRC Hartford, Conn. elected vice president in addition to present duties.

KARL O. WYLER, general manager of KTSM El Paso, Tex., elected president in addition to present duties. ROY T. CHAPMAN, station's sales manager, elected vice president and secretary and KARL O. WYLER Jr., now in the armed forces, named station's treasurer.

Mr. Wyler

KENNETH BEACHBOARD, manager of WLOS Asheville, N. C., joins WMRC Greenville, S. C., in same capacity.

WILLIAM S. HEDGES, NBC vice president in charge of integrated services, named special radio advisor on staff of soldier music program by Dept. of Army and will serve four eastern U. S. Army installations.

CHARLES G. DAVIES, formerly with Biow Co. and NBC on West Coast, added to sales staff of Everett-McKinney Inc., N. Y.

HAAN TYLER, general sales manager, KFI Hollywood, resigns.

WALTER H. STAMPER, sales staff, WDOD Chattanooga, Tenn., to WAPO that city in same capacity.

FELIX H. KENT, legal department of CBS, joins TV division of ABC legal department. MURIEL HENLE, of M. S. and I. S. Isaacs law firm, N. Y., also added to ABC legal staff.

WILLIAM L. JONES, account executive, Kaufman Adv., N. Y., to sales staff of WISN Milwaukee.

ROLLY FORD named director of national sales, CKNW New Westminster, B. C.

Mr. Dowden

A. C. DOWDEN, salesman, KARK Little Rock, Ark., named local sales manager. VERN SPIDAHL, commercial manager at KAVE Carlsbad, N.M., to KARK sales staff.

POWELL ENSIGN, sales manager, Everett-McKinney Inc., N. Y., elected vice president.

Mr. Spidahl

J. RICHARDSON LOUGHRIN, former NBC and MBS producer, to CBS-TV Spot Sales, Chicago, as account executive.

W. A. STEPHENS, H. N. Stovin & Co., Toronto station representative, and E. P. TOWNDROW, National Broadcast Sales Ltd., that city, form Stephens & Towndrow, new station representative firm.

CHARLES HAMILTON, director of public service and public relations, KFI Hollywood, adds duties of sales and program supervisor.

Mr. O'Connor

GEORGE J. O'CONNOR, news editor, WINR Binghamton, N. Y., promoted to general manager succeeding C. A. BENGTSON who leaves April 7 to accept position with New York State Electric & Gas Corp.

ROBERT F. ADAMS, account executive with Raven Adv., N. Y., to WABD (TV) that city in same capacity.

JOHN R. KRIEGER, commercial manager, WCDL Carbondale, Pa., appointed general manager effective April 1.

BOB ATKINSON Co., Hollywood, appointed southern California representative for KSAN San Francisco.

Personals . . .

JAMES STIRTON, manager of ABC-TV network sales, Chicago, vacationing in Florida for three weeks. . . . CLARK L. DOZIER, manager of WCMW Canton, Ohio, and Mrs. Dozier, vacationing in Jamaica. . . . GEORGE CHANDLER, president of CJOR Vancouver and chairman of technical committee of Canadian Assn. of Broadcasters, awarded 1951 Canadian General Electric trophy for outstanding contribution to broadcast industry in Canada. . . . GLENN CALLISON, vice president in charge of engineering, Liberty Broadcasting System, returns to his home in Dallas, Tex., after two weeks in hospital. . . . MRS. DOUGLAS HOLCOMB, vice president, WGBI Scranton, Pa., mother of boy, Douglas Francis.

Registration—Management Conference

(Continued from page 30)

Fry, Howard H., KFDX Wichita Falls, Tex.
Fry, Paul R., KBON Omaha, Neb.
Fuller, Charles A., WBET Brockton, Mass.
Fulton, Harold W., WHO Des Moines, Iowa.

G

Gaines, James M., NBC New York.
Garber, Milton B., KCRC Enid, Okla.
Gardner, Edward G., WBTM Danville, Va.
Gardner, Kenneth, WHAM Rochester, N. Y.
Garfield, John, WGAR Cleveland, O.
Garten, C. Thomas, WSAZ Huntington, W. Va.
Gelder, John T., WCHS Charleston, W. Va.
George, Carl E., WGAR Cleveland, O.
George, L. Milt, WGPC Albany, Ga.
Giaimo, Martin, WJEF Grand Rapids, Mich.
Gibbens, Tom E., WAFB Baton Rouge, La.
Gilbert, Janet A., Harold Cabot & Co., Inc., Boston, Mass.
Gingell, George A., WRBL Columbus, Ga.
Gittleson, Norman, WJAR-TV Providence, R. I.
Gluck, Earle J., WSOC Charlotte, N. C.
Godfrey, Kenneth, AAAA, New York.
Godwin, Charles W., MBS, New York.
Goldman, Paul H., KNOE Monroe, La.
Goldman, Simon, WJTN Jamestown, N. Y.
Golliday, C. Leslie, WEPM Martinsburg, W. Va.
Goode, Paul, KSWO Lawton, Okla.
Goodman, Harry S., Harry S. Goodman Productions, New York.
Goodman, Milt, Screen Gems, Inc., New York.
Goodwin, John Paul, South Texas TV Company, Houston, Tex.
Graff, E. J., Snader Telescriptions, New York.
Grant, Armand, WAAM (TV) Baltimore, Md.
Gray, George J., WJLS Beckley, W. Va.
Gray, Gordon, Goodwill Stations, Detroit, Mich.
Greene, Arthur L., KLTI Longview, Tex.
Greenebaum, Milton L., WSAM Saginaw, Mich.
Greep, Malcolm, WVJS Owensboro, Ky.
Griffin, John T., KOMA Tulsa, Okla.
Grove, William C., KFBC Cheyenne, Wyo.
Gulick, J. Robert, WGAL Lancaster, Pa.

H

Haas, Julian F., KARK Little Rock, Ark.
Haase, Walter B., WDRC Hartford, Conn.
Hacker, Les, KVEC San Luis Obispo, Calif.
Hacker, E. N. (Mike), KVEC San Luis Obispo, Calif.
Hagan, James A., WWNC Asheville, N. C.
Hager, Lawrence W., WOMI Owensboro, Ky.
Haley, Andrew G., Haley, McKenna & Wilkinson, Washington, D. C.
Hall, Gladys, Broadcasting • Telecasting, Washington
Hall, S. Payson, WOW-TV, Omaha, Neb.
Hallowell, Nolan, KSUE, Susanville, Calif.
Hamilton, Charles E., KFI Los Angeles, Calif.
Hamilton, Helen S., NARTB, Washington, D. C.
Hamrick, William H., WWNC Asheville, N. C.
Hance, K. M., KSTP St. Paul, Minn.
Hanna, Michael R., WHCU Ithaca, N. Y.
Hanna, R. B., WGY Schenectady, N. Y.
Hardesty, John F., BAB, New York.
Hardy, Ralph W., NARTB, Washington, D. C.
Harkrader, John W., WDBJ Roanoke, Va.
Harm, Frederick G., WJJD Chicago, Ill.
Harris, Wiley P., WJDX Jackson, Miss.
Harrison, Austin A., KSWM Joplin, Mo.
Harrison, Gerald, WMAS Springfield, Mass.
Hart, John P., WBIR Knoxville, Tenn.
Hartenbower, E. K., KCMO Kansas City, Mo.
Harvey, E. William, KTAR Phoenix, Ariz.
Harvey, George W., WFLA Tampa, Fla.
Haskell, George H., KFAB Omaha, Neb.
Havens, Wilbur M., WTVR Richmond, Va.
Hawkins, Lloyd, KTNM Tucumcari, N. M.
Hayden, Mrs. W. T., WVJS Owensboro, Ky.
Haymond, Carl E., KMO Tacoma, Wash.
Heinecke, Alice, SESAC, New York.
Heminger, Harold H., WFIN Findlay, Ohio.
Herbert, G. F., All-Canada Radio Facilities, Toronto, Ontario.
Herman, A. M., WBAP Ft. Worth, Tex.
Herndon, Ray, KTRH Houston, Tex.
Hicks, James W., WCOS Columbia, S. C.
Higbee, Arthur L., KSUB Cedar City, Utah.
Higgins, J. M., WTHI Terre Haute, Ind.
Highbaugh, David R., WHIR Danville, Ky.
Hill, John B., KOTV Tulsa, Okla.
Hilton, C. D. (Chuck), KGLO Mason City, Iowa.
Hochhauser, Edward Jr., Associated Program Service, New York.
Hollister, R. H., Collins Radio Company, Cedar Rapids, Iowa.
Holm, William, WLPO La Salle, Ill.
Holt, Thad, WAPI Birmingham, Ala.
Holznecht, Glen R., WJPG Green Bay, Wis.
Honea, B. N., WBAP Ft. Worth, Tex.
Hough, Harold, WBAP Ft. Worth, Tex.
Hood, Hubbard, WKRC Cincinnati, O.
Hooper, C. E., C. E. Hooper Inc., New York.
Hooper, Richard H., RCA Victor Div., Camden, N. J.
Hopkins, A. R., RCA Victor Div., Camden, N. J.
Horne, Josh L., WCEC Rocky Mount, N. C.
Horning, E. M., Creston, Iowa
Hoskins, Cecil B., WWNC Asheville, N. C.
Houghton, William H., Associated Program Service, New York.
Howard, Marc, WDWS Champaign, Ill.
Howell, John F., KTLA (TV) Los Angeles, Calif.
Howell, Rex, KFXJ Grand Junction, Col.
Howell, Mrs. Rex, KFXJ Grand Junction, Col.
Huber, E. J. (Mike), KTRI Sioux City, Iowa.
Hudson, Rex, KDAL Duluth, Minn.
Hult, Marvin, WMBD Peoria, Ill.
Hussman, Walter E., KCMC Camden, Ark.
Hutt, William V., KLRA Little Rock, Ark.

I

Isaac, W. T., WHIR Danville, Ky.

J

Jackson, Aubrey, KEYS Corpus Christi, Tex.
Jackson, A. H., Blaw-Knox Div., Pittsburgh, Pa.
Jacobs, Lee W., KBKR Baker, Ore.
Jadassohn, K. A., SESAC, New York.
James, Ed, Broadcasting • Telecasting, Washington
James, Peter B., Weed & Co., New York.
Jansky, C. M. Jr., Jansky & Bailey, Washington, D. C.
Jarema, Andrew, WKOP Binghamton, N. Y.
Jayne, Dan E., WELL Battle Creek, Mich.
Jensen, Ray V., KSAL Salina, Kans.
Jett, Ewell K., WMAR-TV, Baltimore, Md.
Jewett, Carlton F., Robt. Meeker Associates, Chicago, Ill.

(Continued on page 100)

CONTROL with confidence!

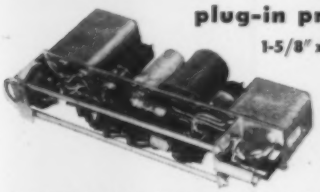
AM
FM
TV

For years broadcasters have known they could have complete confidence in Altec loudspeakers, microphones and amplifiers. Confidence that they would always exceed the published specifications . . . that the quality was unsurpassed . . . and that the dependability was unassailable. Now Altec presents three speech input consoles: the master 250A, the economical 230B and the portable 220A. These new consoles have all of the quality and dependability you associate with Altec plus a flexibility and ease of control never before seen in broadcast equipment. Whether your requirements are recording, AM, FM or TV, when you control with a new Altec console you can control with confidence.

250A console

When you read the complete specifications and see the many outstanding features of the new 250A Console you will agree it is the finest you have ever seen. Note its compactness, its flexibility; and its accessibility through hinged front and top panels is unparalleled. All this is made possible by the outstanding new plug-in preamps, line amplifiers and power supplies developed in Altec's engineering labs. Yet these preamps are only 1⅜" x 4¼" x 9", and the line amplifiers and power supplies are only 2⅜" wide. Look at a few of the outstanding features. You will see the reason you should contact your dealer today for complete information.

plug-in preamps!
1-5/8" x 4-1/4" x 9"



- Miniature plug-in amplifiers and power supplies
- Frequency Response (± 1 db 20-20,000 cycles)
- Very low distortion
- Very low noise level
- As many as 12 balanced line mike inputs } (mix 7 simultaneously)
- 4 line inputs (repeating coils optional) } (mix 4 simultaneously)
- 4 utility inputs for turntables, etc.
- Color coded controls according to function
- Two output channels with illuminated VU meters
- Complete patching panel
- Only two amplifier types, three tube types
- Built-in tube checking facilities
- Compact (36" x 31" x 55" including desk)

220A mixer

Here is the perfect portable mixer for field use in AM, FM or TV. The 220A has 4 microphone inputs, each with its individual mixer control, and a master gain control associated with an illuminated VU meter. This beautifully compact unit weighs only 26½ pounds yet still has space for a complete set of spare tubes, a headset and ample cables. Naturally its specifications reflect the Altec standard for quality and continued dependability.

230B console

Here is the ideal console for the small station or for individual studio use in larger operations. It is completely self-contained and will fit perfectly on any desk or table. The eight microphone inputs may also be used for turntables and it is possible to mix any four at once. Four line inputs are controlled with two mixers. All of the controls are color coded and carefully placed for the greatest ease of operation. An integral monitor amplifier for loudspeaker listening can be instantly switched to replace the line amplifier in case of an emergency break-down. No other Console in its price range offers so many desirable features for individual studio operation as the Altec 230B.

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AID TO ODM

Government Turns to Stations

THE GOVERNMENT is turning to radio, once again, in a drive to put across importance of the nation's mobilization drive to the American public.

Fresh evidence of its reliance on the broadcast industry in times of urgency was bared in the recent establishment of a Community Forums unit within the Office of Defense Mobilization. Radio talks by public-spirited civic leaders are a fundamental part of the new program.

Horace E. Loomis, public relations consultant, is spearheading the campaign to organize activities and enlist voluntary representatives in hundreds of cities and towns throughout the nation.

These representatives serve as liaison between government and local radio station owners and managers, providing speakers for weekly four-minute talks and arranging with stations to set aside 15 minutes each month for transcribed talks by Defense Chief Charles E. Wilson as a public service.

Early reports on the new service indicate "excellent cooperation by radio stations from all parts of the country," according to Community Forums. WCBS New York will start the four-minute series April 5 in a five-minute time segment. William S. Paley, CBS board chairman, and others have given the series warm support.

Burkland Urges Cooperation

Carl J. Burkland, director of station administration, CBS Radio, is urging CBS owned-and-operated outlets in Boston, Chicago, St. Louis, Minneapolis, San Francisco and Los Angeles to cooperate by incorporating forum material in news programs.

The 15-minute transcriptions (12-minute talks) are prepared as monthly reports on mobilization by Mr. Wilson. The five-minute talks are delivered by community leaders after being reviewed by members of an American Bar Assn. panel to insure their non-political nature. ABA's Special Mobilization Information Advisory Committee also passes on the material.

Congress already has agreed to set aside funds for a small working group in a move to get the facts to the public. Mr. Wilson made a special appeal before a House Appropriations subcommittee, stressing the need of full information for cooperation.

"I promise you that it (Community Forums) will be both nonpartisan and non-political as long as Charlie Wilson has anything to do with it," the defense chief told the committee.

Because the project is still in its infancy, many local stations have not been contacted by representatives. They may obtain information, however, from Mr. Loomis, Assistant to the Director, Office of Defense Mobilization, 1405 G St. N. W. Washington, D. C.

The four-minute talks may be live or taped, and aired at the station's convenience. The first Wilson recording will be available for delivery April 10. Thereafter, mailing schedules for each month will be set up.

NEW officers and directors of the board of the Mississippi Broadcasters Assn. elected at the group's annual meeting March 15-16 at Edgewater Gulf Hotel, Edgewater Park, include (l to r): Charles Newman, WCJU Columbia; C. J. Wright Jr., WFOR Hattiesburg, vice president; Bob McRaney, Mid-South Network; Max Sepaugh, WSLI Jackson, president; Granville Walters, WAML Laurel, secretary-treasurer; Charles Holt, WHSY Hattiesburg; Bob Evans, WELO Tupelo, past sec.-treas. and new board member; Joe Phillips, WSSO Starkville; P. B. Hinman, WROX Clarksdale, past president of the MBA and new board member.

WIRO PURCHASED

By WIKK Quartet

SALE of WIRO Ironton, Ohio, for $58,000 plus a lease agreement was announced last week by Glacus G. Merrill, president of WIRO and WHAR Clarksburg, W. Va.

Mr. Merrill is selling the station to Theodore M. Nelson, vice president and general manager of WIKK Erie, Pa., and other WIKK officials: C. E. McElroy, assistant manager; Patrick Shannon, commercial manager, and Clarence Baker, chief engineer.

The Erie station has been sold, pending FCC approval, to Edward Lamb's *Erie Dispatch* and WICU (TV) there [B•T, March 10].

Mr. Merrill will retain WIRO real estate and will lease it, under a 20-year agreement, for $175 a month.

Mr. Merrill said he is selling the station to devote full time to WHAR and Clarksburg television activities.

WIRO is on 1230 kc with 250 w and is a Mutual affiliate.

Promotion Clinic

PLANS for a promotion clinic to be conducted April 5 by the Intercollegiate Broadcasting System in cooperation with WKCR, undergraduate radio station of Columbia U., New York, were announced last week. Speakers slated to participate include Leslie Harris, radio and TV director for Colgate-Palmolive-Peet; Sydney H. Eiges, NBC vice president in charge of press and information, and Josef C. Dine, NBC director of press, and Donald Foley, WCBS New York director of promotion.

ABC INCOME

Gross and Net in '51 Are Greater Than '50

GROSS INCOME of ABC and subsidiaries during 1951 aggregated $58,983,129 after discounts and rebates, compared to $45,879,660 in 1950, Board Chairman Edward J. Noble said in an annual report to stockholders last week.

★

Net income, as previously reported, amounted to $368,943 after provision for federal income taxes, as against $84,605 the preceding year [B•T, March 24].

Current assets as of the end of 1951 were placed at $10,351,304, with current liabilities of $6,574,066, leaving a net working capital of $3,777,238.

"These results were accomplished notwithstanding the necessity of reduction in radio rates of approximately 15%, which was occasioned by similar action on the part of our competitors," the report asserted. "They came about through increased television activity and particularly the operation of the five ABC owned television stations in New York, Chicago, Detroit, Los Angeles and San Francisco.

"However, in December 1951 a weakness in ABC television business, and in the television business as a whole, was noted, and this weakness appeared to be carrying over into the first quarter of 1952."

Increase in Affiliates

Mr. Noble noted that the ABC radio network grew from 297 to 318 affiliates during the year while ABC TV had 64 affiliates and reached approximately 16 million TV homes compared to 10.5 million at the start of 1951.

". . . The principal problem of the operation of a television network continued to be the scarcity of television stations in so-called one-station and two-station markets, resulting in the inability of networks to clear programs for broadcast in these markets," the report continued. "It is hoped that the lifting of the television freeze by the FCC will relieve this problem."

As indicated in ABC officials' testimony in current FCC hearings on the proposed merger of ABC and United Paramount Theatres, the report showed long-term debt totaling $10,575,748, including $784,820 in installments due within a year.

Total assets were placed at $31,025,927, of which $9,691,417 represented cost figures on buildings, equipment and leasehold improvements after deduction of reserves for depreciation and amortization; $1,882,716 represented investment in land, and $258,161, construction in progress (for details on ABC building program, see story this issue).

AMER. HOME PRODUCTS

Sales Increase 16% in '51

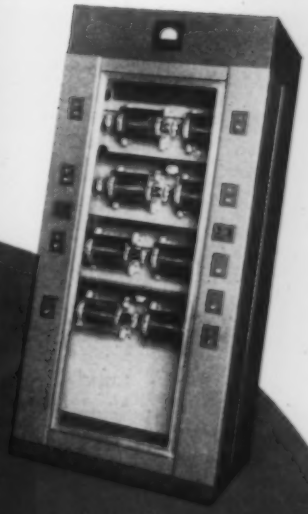
ALL-TIME high sales total, climbing 16% above the previous year to reach $207,173,648, was listed by President Walter F. Silbersack, American Home Products Corp., New York, in the company's 26th annual stockholders' report last week.

Net income before taxes was reported as $26,063,781 as compared to $23,317,758 for 1950; net after taxes was $11,565,373 for 1951 and $11,844,030 the previous year. Earnings per share, for about 20,000 stockholders, were $3.01 in 1951, seven cents lower than the 1950 figure. Two dollar dividend per share was paid both years.

Ruling Affirmed

INITIAL decision by a hearing examiner charging misrepresentation by Covideo Inc., New York, has been affirmed by the Federal Trade Commission. The firm was ordered to cease claims that it manufactures the coin-operated radio-TV sets it sells. Examiner's ruling was handed down in early February.

The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional

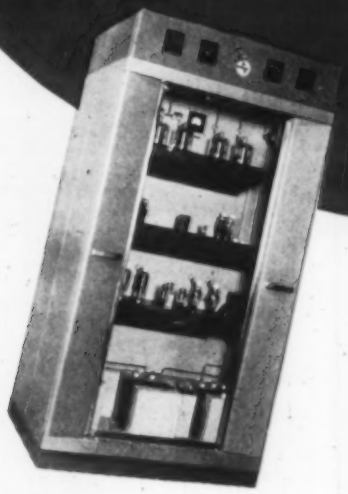


The Phasing Control and Power Division Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

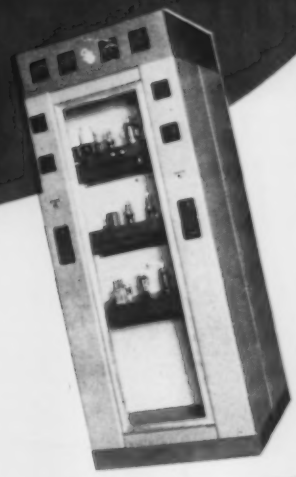
FOR BROADCASTING EQUIPMENT ABOVE AND BEYOND THE USUAL STANDARDS

Continental

IS THE NAME TO REMEMBER



A recent addition to the CONTINENTAL line is the Type 314-2 1 KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of refinement features found in larger equipments. All aluminum [illegible] design incorporates Transview styling with functional features affording maximum accessibility, shielding, and circulation of air for cooling.



Latest CONTINENTAL creation is the new Type 312 250-watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.

Be sure to see the Continental display at the NARTB Convention in Chicago, March 31 through April 3.

Distributed by GraybaR ELECTRIC COMPANY

GraybaR QUALITY SINCE 1869 *REG. U.S. PAT. OFF.

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas Phone EVergreen 1137

air-casters

JOHN LESLIE, assistant manager and program director, WDGY Minneapolis, to WMBD Peoria, Ill., as program director.

LEONARD DeNOOYER, ABC program analysis supervisor; named an associate in CBS-TV research department.

Mr. Ragle

GENE RAGLE, producer-director, WLWT (TV) Cincinnati, to WLWC (TV) Columbus as program director.

LOIS VAN DEMARK, WLWD (TV) Dayton continuity director, to WSAZ-TV Huntington, W. Va., as television fashion coordinator.

JERRY LEIGHTON, WSAZ announcer, transfers to WSAZ-TV.

WALLY DOUGLAS, former WCAV Norfolk, Va., announcer, returns to station in that capacity replacing **JAMES FOX,** resigned.

CORRIS GUY, homemaking commentator, KTLA (TV) Hollywood, elected vice president of National Home Economics Assn.

BOB CADMAN, announcer, CFBC St. John and CKMR Newcastle, to operator-announcer of CBI Sydney.

GENE HODGES, WHED Washington, N. C., to WRRF that city as sports director.

NAGAYAMA HIROSHI, producer-director, Radio Tokyo, visiting KNBH (TV) Hollywood to observe American TV technique.

WARREN HEWITT, sports director, KIRX Kirksville, Mo., promoted to program director replacing **LEE JONES** who transfers to WGEM Quincy, Ill.

DONALD A. MACKENZIE, personnel director, Stern Bros., N. Y., to NBC that city in same capacity.

GLEN NANCE, WTOK Oklahoma City announcer-writer, to WROL Knoxville, Tenn., announcing and production staff.

SAMUEL SHERMAN, staff director, WATV (TV) Newark, N. J., to CBS-TV, N. Y.

Mr. Sherman

BYRON ENGLANDER, sportscaster, WMGM New York, named director of sports at WGBB Freeport, L. I.

TOM HARMON, sports director, KNX Hollywood, named 1952 campaign chairman of United Cerebral Palsy of Los Angeles County.

FRANK ATWOOD, WTIC Hartford, Conn., farm director, to represent state as judge in the New England Green Pastures essay contest for high school students.

JOE FORTE, who portrays Horwitz on CBS Radio *Life With Luigi,* assigned role in Columbia Pictures feature film, "Assignment Paris."

JEAN ROXI MASON, promotion department, WSYR Syracuse, appointed member of committee on radio-TV of Council of Churches, Syracuse and Onondaga County.

JACK GALE, WTBO Cumberland, Md., disc jockey, to WSRS Cleveland in same capacity.

ART GILMORE, announcer, CBS Radio *Dr. Christian,* appointed 1952 campaign chairman for Red Cross, Sherman Oaks, Calif.

DAVID MAYNARD named program director at WHIL Medford, Mass.

AL ROGERS, WAVE Louisville, Ky., singing star, to WOAI-AM-TV San Antonio, Tex., as vocalist on weekly *TV Dude Ranch* and daily *Radio Rodeo.*

HARRY BABBITT, singing star on Columbia Pacific Network *Second Cup of Coffee Club,* awarded plaque from Pacific Coast Transportation Advisory Board for effort to promote better shipping.

NED TOLLINGER, program coordinator, MBS, Hollywood, elected president of Friday Night Marching and Chowder Club.

HARRY BOWLEY joins CKNW New Westminster, B. C., as director of publicity.

VICTOR FERGIE to announcing staff of CBM Montreal.

JACK SAUNDERS, sales promotion manager, KXYZ Houston, Tex., to WFAA-TV Dallas in same capacity.

Mr. Saunders

LEE HAMILTON, Canadian announcer, joins WMAL-AM-TV Washington.

ARTHUR SMITH, Worcester, Mass., to WEEI Boston as announcer.

AL HIRSHBERG, sports writer, *Boston Post,* to WEEI Boston for series of sports broadcasts.

JIMMY COX, singer at KCSJ Pueblo, Col., chosen top disc jockey in *Country Song Roundup* magazine contest.

ROSEMARY DeCAMP, who portrays Nurse Judy on CBS Radio *Dr. Christian,* mother of girl, March 21.

DICK LINKROUM, director, CBS-TV *Alan Young Show* and *Jack Benny Show,* transfers to New York as director of CBS-TV *Columbia Workshop.* Mr. Linkroum married Verna Hillie Gill, film actress, March 16 in Hollywood.

CHARLES BURMINGHAM, continuity director, KHQ Spokane, father of girl, Janet Lesley, March 15.

HENRY CLARK, announcer, WTRY, Troy, N. Y., and Lois Smith are to be married April 26.

GEORGE FISHER, film commentator, CBS Hollywood, father of boy, March 18.

PATSY LEE, singer on ABC *Breakfast Club,* and Rick Lifvendahl are to be married May 24 at Oakland, Calif.

DOUG JOHNSON, creator of *Hawkins Falls* on NBC-TV, and **MARILYN MURPHY,** NBC Chicago television director, have returned from a two-week honeymoon in Florida after March 5 wedding.

ALAN R. FLETCHER, announcer, WNHC-TV New Haven, Conn., and Olive Miller were married March 20.

News . . .

RALPH G. GOULD, formerly with WBAP-TV Fort Worth, to news staff, WTIC Hartford, Conn.

HENRY GLADSTONE, WOR New York newscaster, father of boy, John Douglas, March 19.

BEN CHATFIELD, news director at WMAZ Macon, Ga., father of boy, March 20.

AD TRUTHFULNESS
Urged by Dallas League

A CAMPAIGN to further integrity in advertising is being waged aggressively by the Dallas Ad League. It is seeking "grass roots" backing in its drive to keep advertising "consistently and intrinsically truthful," according to its president, Duffield Smith.

The Dallas group is calling on all advertising clubs in the country to join it in a national crusade to preserve public confidence in advertising. "When you can't believe what a man says, he not only speaks to no avail but also tends to cast doubt on what all others say," Mr. Smith said.

The league has sent a copy of a suggested resolution it adopted March 21 to each advertising club in the nation, asking it to approve this or a similar resolution and notify the Advertising Federation of America of the action.

The new Dallas drive originated from its Nov. 30 resolution attacking segments of the cigarette industry for use of "copy strategems to win public belief of their advertising messages which by implication attack the integrity of all advertising."

Warning was given by Mr. Smith that unless the advertising industry adopts corrective measures through self-regulation "we may well find advertising in a strait jacket of governmental regulation."

D.C. FM MONTH DRIVE
Newspaper Ads Are Planned

SERIES of four full-page newspaper ads pointing up "FM Month" in the District of Columbia has been authorized by RTMA President Glen McDaniel in concurrence with the association's officers and John W. Craig, chairman of the FM Policy Committee.

A full-page ad is being spotted in each local Washington newspaper on the theme "FM and AM Equal Complete Listening Pleasure." Ads call attention of readers to fact that AM-FM receiver assure broader range of programs and larger number of stations (12 instead of 7). Series is reproduced and sent to distributors for display.

Washington area campaign continues through April 15. Drive was launched March 1 under the auspices of NARTB, FM broadcasters and local distributors as well as well as RTMA.

NOTHING IS FINER THAN FIRST!

(SAN DIEGO'S 24-HOUR MUSIC STATION)

KSON IS FIRST IN THREE OUT OF FOUR DAYTIME PERIODS!

KSON IS FIRST IN THREE OUT OF FIVE OF ALL PERIODS!

Total Coincidental Calls This Period 15,289

HOOPER *RADIO* AUDIENCE INDEX

CITY: SAN DIEGO, CALIF. MONTHS: DECEMBER, 1951-JANUARY, 1952

CITY ZONE SHARE OF *RADIO* AUDIENCE

TIME	RADIOS IN USE	KSON	A	B	C	D	E	F	G	H	OTHER AM & FM	HOMES CALLED
MON. thru FRI. 8 A.M.-12 Noon	12.5	15.7	14.1	0.7	2.2	10.3	13.7	12.3	10.1	12.3	8.5	2,425
MON. thru FRI. 12 Noon-6 P.M.	13.9	17.5	16.5	0.8	4.0	8.7	16.8	13.3	6.3	11.1	5.6	3,697
SUN. 12 Noon-6:00 P.M.	18.7	12.3	19.0	0.7	6.0	8.7	20.4	13.5	4.3	10.8	4.3	1,440
SAT. 8:00 A.M.-6:00 P.M.	11.4	19.6	11.8		7.4	13.7	11.3	9.3	4.9	17.2	4.9	1,252
SUN. thru SAT. EVE., 6-10 P.M.	19.9	9.4	22.2	0.7	4.0	10.6	24.8	13.8	3.8	6.2	4.4	6,475
INDIVIDUAL EVENINGS: 6:00 P.M.-10:00 P. M.												
SUNDAY	18.4	7.7	43.2			12.1	14.7	7.0		4.4	3.7	935
MONDAY	19.2	7.9	27.9			9.6	22.5	17.5		3.8	5.8	902
TUESDAY	20.0	12.3	18.0			9.4	30.7	12.3		3.7	4.9	920
WEDNESDAY	23.5	11.4	20.5			9.4	29.2	9.4		9.7	1.3	915
THURSDAY	22.0	7.9	14.3			7.9	28.3	19.7		7.5	5.0	910
FRIDAY	18.8	7.5	9.6			17.5	21.5	18.9		4.8	6.6	941
SATURDAY	17.4	11.2	19.9			9.5	26.1	13.7		8.3	4.6	952
Total Rated Time Periods	15.3	14.0	17.9			9.9	19.0	13.0		10.0	5.5	15,289

CALL "FORJOE" FOR KSON'S LOW, LOW RATES COVERING SAN DIEGO'S BOOMING MASS MARKET 24-HOURS A DAY!

WHY SETTLE FOR LESS?

When STANDARD offers the most:

ACCEPTANCE:

1. STANDARD reports are prepared in accordance with specifications laid down and approved by the joint efforts of advertisers, agencies and broadcasters.
2. Your report is assured of acceptance by the fact that nearly 400 of the nation's top buyers are using this type of data now.

UNIFORMITY:

1. Your STANDARD report is being prepared under completely uniform conditions, all stations being measured at the same time in the same way.

PROTECTION:

1. The audience STANDARD reports is your TOTAL audience—not just your audience for a network show or listening at a particular time of day.
2. Your audience is computed from the latest available data for your area—Radio and TV ownership from the U. S. Census and total households from the Sales Management 1952 figures.

QUALITY:

1. 670,000 ballots have been mailed to every nook and cranny of the country. This means ALL 3,000 counties, 17,000 villages, 1700 cities. People have told us which stations they hear—and how often.
2. You get a county-by-county and place-by-place report. No other coverage measurement offers this detail.

BONUS:

1. In those counties where you have an audience, you get also the audience to competing signals.
2. Your STANDARD report will be tailor-made. It will fit the individual characteristics of your own coverage pattern and your own program structure and your own promotional efforts and your own audience acceptance.

We invite you again to participate in this huge, industry-wide effort to supply your customers with reliable, timely and uniform circulation data for your station.

It's never too late to subscribe. Contracts are still being accepted. Ken Baker is at the Conrad Hilton to answer your inquiries.

STANDARD | **AUDIT AND MEASUREMENT SERVICES, INC.**

89 BROAD STREET, NEW YORK 4, N. Y.

WHITEHALL 3-8390

Registration—Management Conference

(Continued from page 94)

Johnson, Albert, KOY Phoenix, Ariz.
Johnson, B. Ed, WRBL Columbus, Ga.
Johnson, E. M., MBS, New York.
Johnson, Howard A., WIBA Madison, Wis.
Johnson, Leslie C., WHBF Rock Island, Ill.
Johnson, Mott M., KFDX Wichita Falls, Tex.
Johnson, Walter C., WTIC Hartford, Conn.
Johnston, Henry P., WSGN Birmingham, Ala.
Jones, Bobbie, KWAK Stuttgart, Ark.
Jones, E. Z. (Easy), WBBB Burlington, N. C.
Jones, George R., C. P. MacGregor Company, Los Angeles, Calif.
Jones, Merle, CBS-TV New York.
Jones, Richard R., KWAK Stuttgart, Ark.
Jones, Robert B. Jr., KRMG Tulsa, Okla.
Jorgensen, Norman E., Krieger & Jorgensen, Washington, D. C.
Judge, Ralph J., Horace N. Stovin & Company, Toronto, Ontario.

K

Kadow, Francis M., WOMT Manitowoc, Wis.
Kahle, Douglas D., KCSJ Pueblo, Col.
Kal, Norman, WAAM (TV) Baltimore, Md.
Kapner, Leonard, WCAE, Pittsburgh, Pa.
Karns, Adna, Transcription Sales Inc., Springfield, O.
Kaufman, Reuben R., Snader Telescriptions, Beverly Hills, Calif.
Keller, Bob, Robert S. Keller Inc., New York.
Kelley, F. J., WTSP St. Petersburg, Fla.
Kelley, Gaines, WFMY-TV Greensboro, N. C.
Kelley, Thomas R., WRCO Richland Center, Wis.
Kelly, Ewing, KUGN Eugene, Ore.
Kelly, Frank W., WBEN Buffalo, N. Y.
Kendrick, Herbert, WHGB Harrisburg, Pa.
Kenkel, Fred, C. E. Hooper Inc., New York.
Kennedy, John W. Jr., WHAM Rochester, N. Y.
Kennedy, Vann M., KSIX Corpus Christi, Tex.
Kennon, Leslie L., KWTO Springfield, Mo.
Kerrigan, John H., WHO Des Moines, Iowa.
King, Art, Broadcasting • Telecasting, Washington
King, Cy, WEBR Buffalo, N. Y.
King, Harold E., WTTH Port Huron, Mich.
Kirby, Col. E. M., U. S. Army Radio & TV, Washington, D. C.
Kline, Willard L., KEPO El Paso, Tex.
Kobak, Edgar, WTWA Thomson, Ga.
Koehler, Edward G., DuMont TV Network, New York.
Koehler, Frank E., WROV Roanoke, Va.
Koelker, Anthony J., KMA Shenandoah, Iowa
Koteen, Bernard, Attorney, Washington, D. C.
Kmety, Violet, WEFM Chicago, Ill.
Knight, Frances, WORX Madison, Ind.
Kramer, Worth, WJR Detroit, Mich.
Kritser, Tom, KGNC Amarillo, Tex.
Krueger, Herbert L., WTAG Worcester, Mass.
Kyle, James W., WTVR Richmond, Va.
Kynaston, Don D., WMBD Peoria, Ill.

L

Lackey, F. Ernest, WHOP Hopkinsville, Ky.
Laird, Ben A., WDUZ Green Bay, Wis.
Lamar, Charles W. Jr., KCIL Houma, La.
Lancaster, W. Hanes Jr., WJHL Johnson City, Tenn.
Land, Thomas S., WROY Carmi, Ill.
Landsberg, Klaus, KTLA (TV) Los Angeles, Calif.
Lanford, T. B., KRMD Shreveport, La.
Langlois, C. O., Lang-Worth Feature Programs, New York.
Langlois, John D., Lang-Worth Feature Programs, New York.
Lasky, Philip G., KPIX (TV) San Francisco, Calif.
Laubengayer, R. J., KSAL Salina, Kans.
Lawrence, Craig, WCBS-TV New York.
Layman, Mike, WSFC Somerset, Ky.
Layne, C. N., KID Idaho Falls, Ida.
Leake, James C., KOMA Tulsa, Okla.
Lee, Carl E., WKZO-TV Kalamazoo, Mich.
LeGrand, Felix J., KFRU Columbia, Mo.
Leich, Martin L., WGBF Evansville, Ind.
Leitzell, Ted, WEFM Chicago, Ill.
Lemon, Bob, WTTV Bloomington, Ind.
Lenwell, LeRoy W., KBRL McCook, Neb.
Levi, Win, Broadcasting • Telecasting, Washington
Lewin, Richman G., KTRE Lufkin, Tex.
Lewis, C. M., RCA Victor Div., Camden, N. J.
Lindberg, Carl L., WPIK Alexandria, Va.
Linder, Harry, KWLM Willmar, Minn.
Lindow, Lester W., WFDF Flint, Mich.
Linebaugh, W. H., WROL Knoxville, Tenn.
Little, Lee, KTUC Tucson, Ariz.
Livesay, J. R., WLBH Mattoon, Ill.
Locke, C. B., KFDM Beaumont, Tex.
Lodge, William, CBS-TV New York.
Loers, Lloyd, WTAD Quincy, Ill.
Long, Maury, Broadcasting • Telecasting, Washington
Long, Walker, WSAZ Huntington, W. Va.
Lord, Nathan, WAVE Louisville, Ky.
Lovett, Eliot C., WTAR-TV Norfolk, Va.
Loyet, Paul A., WHO Des Moines, Ia.
Lucia, Raymond, WHAM Rochester, N. Y.
Lund, Harold C., WDTV (TV) Pittsburgh, Pa.
Lyford, E. B., DuMont Network, New York.
Lyons, J. C., Weed & Co., New York.

M

McCartney, Richard, KUOA Siloam Springs, Ark.
McCaw, Robert S., KXRN Renton, Wash.
McClary, Bob, KCOL Ft. Collins, Col.
McClung, Mrs. Hugh, KYOS Merced, Calif.
McClung, Isabelle, KVOR Colorado Springs, Col.
McCollough, Clair R., WGAL Lancaster, Pa.
McConnell, C. Bruce, WISH Indianapolis, Ind.
McConnell, Robert B., WISH Indianapolis, Ind.
McCurnin, L. L., KAUS, Austin, Minn.
McDonald, Patt, WNOE New Orleans, La.
McDowell, Robert E., WGBI Scranton, Pa.
McGovern, S. H., KSO Des Moines, Ia.
McGrath, William B., WHDH Boston, Mass.
McIntyre, Frank C., KLIX Twin Falls, Ida.
McKay, R. M. Jr., WKRM Columbia, Tenn.
McKee, Donald, KOEL Oelwein, Ia.
McKenna, James A. Jr., Haley, McKenna & Wilkinson, Washington, D. C.
McRaney, Bob, WCBI Columbus, Miss.
Mack, Robert W., WIMA Lima, Ohio.
MacKay, J. S., All-Canada Radio Facilities, Toronto, Ont.
Madsen, Arch L., KOVO Provo, Utah.
Manship, Douglas L., WJBO Baton Rouge, La.
Marget, Manny, KVOX Moorhead, Minn.
Marsh, Ken, KWNO Winona, Minn.
Marshall, Glenn Jr., WMBR-TV Jacksonville, Fla.
Martin, Dwight W., WLW Cincinnati, Ohio.
Mason, R. T., WMRN Marion, Ohio.
Mason, Richard H., WPTF Raleigh, N. C.
Mason, William C., KDIX Dickinson, N. D.
Mayborn, Frank W., KTEM Temple, Tex.
Mayes, Wendell, KNOW Austin, Tex.
Meagher, John F., KYSM Mankato, Minn.
Meeker, Robert D. C., Robert Meeker Associates, Inc., New York.
Megargee, Mary, WGBI Scranton, Pa.
Megargee, Mrs. Frank, WGBI Scranton, Pa.
Melton, Chas. D., WSIC Statesville, N. C.
Mendelsohn, Monroe, Snader Telescriptions, Inc., Beverly Hills, Calif.
Meredith, E. T., WOW Des Moines, Iowa.
Metzger, T. W., WMRF Lewistown, Pa.
Meyer, A. G., KMYR Denver, Col.
Meyer, F. W., KMYR Denver, Col.
Mickelson, Sig, CBS-TV New York.
Miller, Harold E., WGAL-TV Lancaster, Pa.
Miller, Judge Justin, NARTB, Washington, D. C.
Miller, Neville, Miller & Schroeder, Washington, D. C.
Miller, Paul J., WWVA Wheeling, W. Va.
Milligan, Merritt, WTAD Quincy, Ill.
Mills, E. P. Jr., WELL Battle Creek, Mich.
Milsten, David R., SESAC, New York.
Mitchell, L. S., WDAE Tampa, Fla.
Mnich, William R., WJEH Gallipolis, Ohio.
Monaghan, Frank, WGBI Scranton, Pa.
Moore, F. Sibley, WJR Detroit, Mich.
Moore, Louis J. F., Robert Meeker Associates, Inc., New York.
Moreland, Earl, WMC Memphis, Tenn.
Morency, Paul W., WTIC Hartford, Conn.
Morris, Truman A., WJEH Gallipolis, Ohio.
Morton, J. Archie, KJR Seattle, Wash.
Mosby, A. J., KGVO Missoula, Mont.
Mullins, John C., KPHO Phoenix, Ariz.
Murphy, K. H., KSO Des Moines, Ia.
Murray, Louis H., WPAM Pottsville, Pa.
Musselman, B. Bryan, WSAN Allentown, Pa.
Myers, Frank O., KCMC Texarkana, Tex.-Ark.
Myers, W. F., SESAC Inc., New York.

N

Nasman, Leonard E., WFMJ Youngstown, Ohio.
Neal, Bob, WERE Cleveland, Ohio.
Neary, John F., Lehigh Structural Steel Co., New York.
Neely, Hal G., Allied Record Mfg. Co., Hollywood, Calif.
Nelson, Ella, NARTB, Washington, D. C.
Nelson, Ralph, WDSM Superior, Wis.
Newens, W. J., KOIL Omaha, Neb.
Nimmons, Ralph W., WFAA-TV Dallas, Tex.
Noe, Gov. James A., KNOE Monroe, La.
Nord, Evans A., KELO Sioux Falls, S. D.
Norman, Hugh R., KSTT Davenport, Iowa.
Nunn, Gilmore N., WLAP Lexington, Ky.
Nybo, Ken, KBMY Billings, Mont.

O

Oates, William M., KSBW Salinas, Calif.
O'Fallon, Gene Jr., KFEL Denver, Col.
O'Fallon, Gene, KFEL Denver, Col.
O'Hara, J. M., WMAN Mansfield, O.
O'Harrow, John W., WKZO Kalamazoo, Mich.
Ohrt, Herbert R., KGLO Mason City, Iowa.
Olin, Bruff W. Jr., WAAB Worcester, Mass.
Oliphant, Paul, WLAC Nashville, Tenn.
Olson, R. W., KWOA Worthington, Minn.
Orr, W. I., WBNS Columbus, Ohio.
Outler, John M. Jr., WSB Atlanta, Ga.
Owen, E. M., KXEL Waterloo, Iowa.

P

Page, Allan, KSWO Lawton, Okla.
Page, Roger Jr., WAAA Winston-Salem, N. C.
Parham, Carter M., WDEF Chattanooga, Tenn.
Parkinson, Geer, WBNS Columbus, O.
Patt, John, Goodwill Stations, Detroit, Mich.
Patterson, W. Kenneth, WSIV Pekin, Ill.
Paul, Sol, Broadcasting • Telecasting, New York
Paulsgrove, Wm. H., WJEJ Hagerstown, Md.
Peard, Leslie H. Jr., WBAL-TV Baltimore, Md.
Pearse, Bernard P., Weed & Co., Detroit, Mich.
Peck, Harry, WDGY Minneapolis, Minn.
Peffer, John, WTAR Norfolk, Va.
Pengra, Marshall H., KGKB Tyler, Tex.
Petersen, Milo J., KGEM Boise, Ida.
Peterson, C. B., Branham Co., Chicago, Ill.
Peterson, Edwin R., Keystone Broadcasting System, Chicago, Ill.
Peterson, Howard O., KMTV (TV) Omaha, Neb.
Petranoff, Bob, WTTV (TV) Bloomington, Ind.
Petry, Edward, Edward Petry & Company, Inc., New York.
Philley, W. Bennett, Frederic W. Ziv Company, Cincinnati, Ohio.
Phillips, Charles F., WFBL Syracuse, N. Y.
Pierce, R. Morris, WDOK Cleveland, Ohio.
Pink, Jack L., KONO San Antonio, Tex.
Pinkerton, Jane, Broadcasting • Telecasting, Chicago
Pinkston, D. P., KSEL Lubbock, Tex.
Pittman, Chas. W., WBML Macon, Ga.
Pontius, Donald L., Robert Meeker Associates, Inc., San Francisco, Calif.
Potter, Ben. H., WHBF Rock Island, Ill.
Potter, David, WNAE Warren, Pa.
Potter, Hugh O., WOMI Owensboro, Ky.
Poyner, Graham B., WPTF Raleigh, N. C.
Pratt, Robert L., KGGF Coffeyville, Kans.
Pratt, Stanley R., WSOO Sault Ste. Marie, Mich.
Prendergast, Frank J., WGBF Evansville, Ind.
Price, Thomas B., WBVP Beaver Falls, Pa.
Provost, D. L., WBAL-TV Baltimore, Md.
Pryor, Emerson J., WDVA Danville, Va.
Pyle, Wm. D., KVOD Denver, Col.

Q

Quaal, Ward L., Clear Channel Broadcasting Service, Washington, D. C.
Quarton, William B., WMT Cedar Rapids, Iowa.
Quick, Rodney A., WDSM Superior, Wis.

R

Radetsky, Ralph, Metropolitan TV Company, Denver, Col.
Raibourn, Paul, KTLA (TV) Los Angeles, Calif.
Ramsland, Odin S., KDAL Duluth, Minn.
Rasp, Edward C. Jr., DuMont Labs, Upper Montclair, N. J.
Rawls, Richard B., ABC-TV New York.
Read, Louis, WDSU New Orleans, La.
Reese, John, WROL Knoxville, Tenn.
Reineke, E. C., WDAY Fargo, N. D.
Reinsch, J. Leonard, WSB Atlanta, Ga.
Rembert, Clyde W., KRLD Dallas, Tex.
Reynolds, Donald W., KFSA Ft. Smith, Ark.
Reynolds, Robert O., KMPC Los Angeles, Calif.
Rhys, Noel, Keystone Broadcasting System, New York.
Richards, G. P., WHBL Sheboygan, Wis.
Richards, Ronald, WFMJ Youngstown, Ohio.
Riesen, John Easley, KVSO Ardmore, Okla.
Rine, William E., WWVA Wheeling, W. Va.
Rines, William H., WCSH Portland, Maine.
Rivers, John M., WCSC Charleston, S. C.
Roberson, Howard, KLYN Amarillo, Tex.
Roberts, Jack, KHUZ Borger, Tex.
Robertson, B. G., KWKH Shreveport, La.
Robinson, King H., KATL Houston, Tex.
Rogers, Lawrence H. II, WSAZ Huntington, W. Va.
Rogers, Peter M., Allied Record Mfg. Co., New York
Rogers, Thomas A., WCLT Newark, O.
Rollins, O. Wayne, WRAD Radford, Va.
Rollo, Reed T., Kirkland, Fleming Green, Martin & Ellis, Washington, D. C.
Roscoe, W. S., Blaw-Knox Co., Pittsburgh
Rosen, Leonard, TV Adv. Assoc. Baltimore, Md.
Rosenhaus, Irving R. WATV (TV) Newark, N. J.
Roslow, Dr. Sidney, The Pulse, Inc., New York
Rosner, Bennett S., RCA Recorded Program Serv., New York
Ross, Byrne KLPR Oklahoma City, Okla.
Roth, Eugene, KONO San Antonio, Tex.
Rothschild, Walter, WTAD Quincy, Ill.
Rowan, B. J., WGY Schenectady, N. Y.
Runnerstrom, R. O., WLOK Lima, O.
Russell, Frank M., NBC Washington, D. C.
Russell, James D. KVOR Colorado Springs, Col.
Russell, Percy H. Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.
Rutledge, John T., WVJS Owensboro, Ky.
Ruwitch, Lee, WTVJ (TV) Miami, Fla.
Ryan, William B., BAB New York

S

Saddler, Owen L., KMTV (TV) Omaha, Neb.
Sales, Andrew, WKJF Pittsburgh, Pa.
Sammons, Elizabeth, KSCJ Sioux City, Iowa
Sanders, Ernest C., WOC Davenport, Iowa
Saumenig, J. Dudley, WIS Columbia, S. C.
Scheier, Joel H. WIRY Plattsburg, N. Y.
Scherer, Jacob P., WHFB Benton Harbor, Mich.

(Continued on page 105)

WENR 890 on your dial RADIO

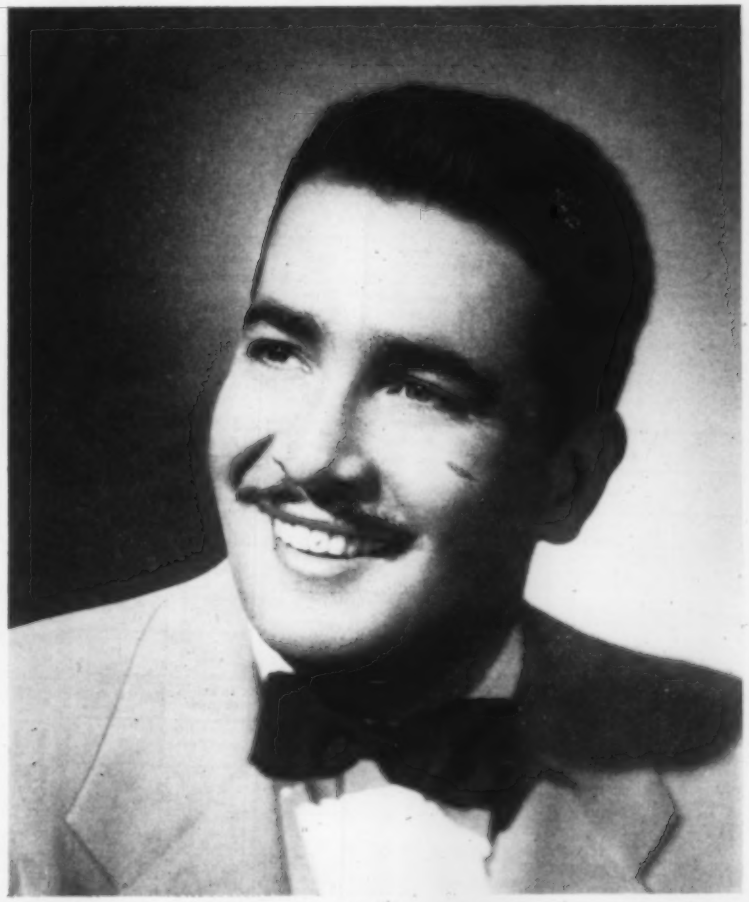
ABC Radio News

SPOT NEWS FROM CHICAGO

OWNED RADIO STATIONS

WENR—KEY RADIO STATION IN CHICAGO OF THE AMERICAN BROADCASTING COMPANY

ZANIEST OF DISC-JOCKEYS SWITCHES TO WENR



CHICAGO'S FUNNIEST MAN. He's Ernie Simon, better known to millions of Chicagoans as "Simply Simon." A Windy City favorite for years, he moved his hour of platter chatter to station WENR last month.

Simply Simon now on ABC Radio with Hour-Long Show

CHICAGO. Simply Simon (Ernie Simon in real life), who has been called "one of the three top disc-jockeys in America," returned to radio this past month exclusively over WENR. A sensation with Chicago audiences right from the start, Simon stepped out of radio last October to devote his full time to television. Now he is back, playing hit recordings on WENR every evening, Monday through Friday, from 10:30 to 11:25 pm.

A gloom chaser par excellence, Simon gets tremendous results whether he's funny or serious. For instance, two recent announcements asking for gift donations for under-privileged children brought over $5,000 mail response to the station within the next three days.

One reason for this selling success is his vast and loyal Chicago following. Another is that Simon works hard to tell his sponsors' stories effectively and convincingly. For complete details on how Simply Simon can help you sell your product, contact your ABC spot sales representative—today.

LATE NEWS

DETROIT. The Motor City's fabulous disc-jockey, Jack the Bellboy, has moved to ABC's key station, WXYZ. If you want more sell in this rich market, read the details on the back page of this insert.

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Prods. Drew Pearson (127)	Pearson Pharm My Friend Irma (191)	Quaker Gabby Hayes Show	Texas Rangers Joel McCrea *MM
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"
6:30	Here Comes the Band S	C-P-P Dental & Shave Creams Our Miss Brooks (193)	Nick Carter	Reynolds Metal: The Big Show (175)
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	CBC Winnipeg Concert (alt.)CBC Vancouver	Amer. Tob. Co. Jack Benny (199) R	Affairs of Peter Salem	The Big Show OT
7:15	Symphony	"	"	"
7:30	The Great Adventure S	Rexall Amos 'n' Andy (192)	Little Symphonies	" *OT
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Charlie McCarthy Show (201)	Great Day Show	RCA Harris & Faye (180)
8:15	"	"	"	"
8:30	Stop the Music *PP	Philip Morris Playh. on Bwy. (188)	Enchanted Hour	U. S. Steel Theatre Guild on the Air (177)
8:45	Lorillard Stop the Music (197)	"	"	"
9:00	Warner-Hudnut Walter Winchell (287)	Screen Guild Theatre	Opera Concert	"
9:15	Electric Cos. Meet Corliss Archer (257)	"	"	"
9:30	"	Meet Millie	Sterling John J. Anthony Hour	The 64 Question S
9:45	The Three Suns S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	(10-10:05) Bob Trout	This Is Free Europe	Stars in Khaki & Blue S
10:15	Gloria Parker Show S	(10:05-30) The People Act	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Choraliers (157)	Music for Strings	Tin Pan Valley S
10:45	Dr. Gino S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11:15-25)	Music	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Nat'l Service Men-Fri -6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R	Co-op Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (153) R	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (165) R	Beltone alt. wks. Gabriel Heatter	Miles Labs News of World (162)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (159) H R
8:00	General Motors Henry Taylor (159)	Elec. Auto-Lite Suspense (186)	Woman of the Year	AA of RR's Railroad Hour (181)
8:15	World Wide Flashes S	"	"	"
8:30	The Big Hand S	Lever-Lipton Godfrey Talent Scouts (166) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (142)
8:45	"	"	"	"
9:00	Paul Whiteman Teen Club S	Lever—Lux Lux Radio Theatre (180)	Crime Fighters	Bell Telephone Telephone Hour (176) R
9:15	"	"	"	"
9:30	"	"	Co-op War Front—Home Front	Cities Service Band of America (183) N
9:45	"	"	"	"
10:00	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (135)	Al Goodman's Musical Album (10-10:30)
10:15	Dream Harbor S	"	Co-op I Love A Mystery	Life (99) Montgomery (10:30-10:35)
10:30	Time For Defense S	Phillips Petro Rex Allen Show (66)	Amer. Protam Health Quiz	Dangerous Assignment (MM) (10:35-11)
10:45	"	Robert Q. Waxworks	Dance Orch.	"
11:00	"	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (29)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (153) R	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Peggy Lee Show S	Cuna, Mutual Ins. Gabriel Heatter	Miles Labs. News of World (162)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (160) H R
8:00	Newsstand Theatre S	Mars People Are Funny (179)	The Black Museum	duPont Cavalcade of America (162)
8:15	"	"	"	"
8:30	Escape With Me S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (187) R	(Co-op) Story of Doctor Kildare	Lewis-Howe Co. 3 18 Barrie Craig (169)
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wm Wrigley Life of Luigi (186)	Official Detective	Liggett & Myers Chesterfield Bob Hope (176)
9:15	"	"	"	"
9:30	"	The Line-up	Mysterious Traveler	Pet Milk Fibber McGee & Molly (158)
9:45	Chr. S. Publ. Co. Chr. S. Monitor Views News (15)	"	"	"
10:00	News of Tomorrow S	Candidates and Issues	A. F. of L. Frank Edwards (28)	Philip Morris Eddie Cantor (137)
10:15	Dream Harbor S	"	Co-op I Love A Mystery	Life (100) Montgomery (10:30-10:35)
10:30	United—or Not! S	Robert Q's Waxworks	Dance Orchestra	The Man Called "X" S (10:35-11)
10:45	"	"	"	"
11:00	Band S	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)
6:15	"	You and the World S
6:30	"	No Service
6:45	"	P&G—Ivory Lowell Thomas (106)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (153) R
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (165) R
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)
8:00	Sterling Drug Mystery Theatre (288)	Lever-Lipton Big Town (153) R
8:15	"	"
8:30	The Top Guy *PP	Chesebrough Dr. Christian (182) R
8:45	"	"
9:00	Co-op Mr. President	Amer. Safety Razor Red Skelton (187)
9:15	"	"
9:30	Co-op Crossfire	Liggett & Myers Bing Crosby (198)
9:45	"	"
10:00	News of Tomorrow S	Pabst Blue Ribbon Bouts (178)
10:15	Dream Harbor S	"
10:30	Latin Quarter Orchestra S	"
10:45	"	"
11:00	Band S	News
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Metro Cross S OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (55) Spl.
11:15	"	"	American Protam Corp. Health Quiz	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	TBA
12:00 N	News S	People's Platform	College Choirs	Viewpoint USA
12:15 PM	Branch Time S	"	"	TBA
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Down Bible Front & Ernest	"
1:00	Churches of Christ Herald of Truth (106)	String Serenade	Vandeventer & The News S	Critic at Large
1:15	"	"	American Protam Corp. Health Quiz	Mike 95

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Foods Breakfast Club (266)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
9:30	"	"	Harmony Rangers	"
9:45	Philco Corp Breakfast Club (289)	"	"	"
10:00	Sterling Drug My True Story (212)	Toni-Wander Arthur Godfrey (173) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (144)
10:15	"	Lever-Rinso & Pepsodent, Godfrey (181) R	Lanny Ross	"
10:30	General Mills Whispering Streets (224)	Pillsbury Arthur Godfrey (192) R	Co-op Take a Number	Campbell Double or Nothing (148)
10:45	Philip Morris Against the Storm (255)	National Biscuit Arthur Godfrey (193) R	"	"
11:00	Lever Bros. Lone Journey (257)	Liggett & Myers Arthur Godfrey (199) R	Sterling Drug Ladies Fair 11-11:25	C-P-P Strike It Rich (171)
11:15	When a Girl Marries S	"	"	"
11:30	Bristol-Myers (MWF) (290)	Contnl. Baking Grand Slam (51)	Lorillard-Kraft Queen for A Day	C-P-P Bob & Ray (147)
11:45	Philip Morris (TuTh) (257) Break the Bank	P&G Ivory Snow Rosemary (141)	"	Armour Dial Dave Garroway (173)
12:00 N	Prudential The Jack Berch Show (250)	General Foods Wendy Warren (186)	Miles Labs Carl Massey Time	No Network Service
12:15 PM	Sorsten Victor Lindlahr (148)	Lever Bros. Aunt Jenny (143)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
12:30	Not in Service	Whitehall Helen Trent (176)	Kellogg Carl Smith (12:25-12:30)	"
12:45	"	Whitehall Our Gal Sunday (170)	Faith In Our Time	No Network Service
1:00	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (156)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (158)	Out of Service	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	Network Opens 10 a.m.	Howdy-Doody (83)
9:15	"	No Service	"	"
9:30	"	"	"	Brown Shoe (126) Smilin' Ed McConnell
9:45	"	Ferry-Morse Garden Gate (193) R	"	"
10:00	"	St. Louis Melodies	Miscellaneous Program S	Archie Andrews S
10:15	"	Galen Drake	"	"
10:30	Ralston Space Patrol (204)	Quiz Kids	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend *(154)	Benj. Moore Your Home Beautiful	My Secret Story
11:15	"	"	(11:15-11:25) Adventure on Thunder Hill	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (151)	U.S. Marine Band	Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Quaker Man on the Farm	News At Noon
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (153)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Toni Grand.Con.Sta. (173)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
1:15	"	"	"	"

SATURDAY

	ABC
1:30 PM	Vespers S
1:45	"
2:00	Marines In Review S
2:15	"
2:30	San Francisco Sketch Book S
2:45	"
3:00	This Week Around the World S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	Sammy Kaye's Sunday Serenade (85)
5:15	"
5:30	Goodyear Greatest Story (290)
5:45 PM	"

TUESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Bill Stern's Sports Review (MM)
"	No Network Service
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis Jr. (349)	Pure Oil Co. News Time (34)
Stag Lines (Co-op)	No Network Service
Hazzards Gabriel Heatter	Miles Labs News of World (162)
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R
MGM Musical Comedy Theatre of the Air	Schlitz Brewing Halls of Ivy (175)
"	"
"	Kraft Gildersleeve (166)
"	"
Out of the Thunder	DeSoto Plymouth Dealers, You Bet Your Life (163)
"	"
Family Theatre S	Am. Cig. & Cig. The Big Story (176)
"	"
A. F. of L. Frank Edwards (135)	Silent Men D Fairbanks, Jr. 10-10:30 S
Co-op I Love A Mystery	Life (99) Montgomery (10:30-10:35)
Amer. Protam Health Quiz	Meredith Willson Music Room S (10:35-11)
Dance Orch.	"
Co-op Baukhage Talking	News from NBC
U.N. Highlights	News of the World Morgan Beatty

WEDNESDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition	P&G—Oxy. Lava Droft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (30)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (153) R	Rukeyser Reports (Co-op)	No Network Service
General Mills Silver Eagle (137)	Peggy Lee Show S	Credit Union Nat'l Assn. Gabriel Heatter	Miles Labs News of World (162)
"	Am. Oil-Hamm. Ed. R. Murrow (181)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (160) H R
Cafe Istanbul M. Dietrich S	F.B.I. in Peace & War	Modern Adventures of Casanova	TBA
"	"	"	"
Defense Attorney *PP	Hall Bros. Hallmark Playhouse (186) R	(Co-op) The Hardy Family	Mr. Keen Tracer of Lost Persons *OT
"	"	"	"
Larillard Amateur Hour (295)	GF—Pentam Mr. Chameleon (182)	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R
"	"	"	"
Foreign Reporter S	"	"	"
News of Tomorrow S	Robert Q's Waxworks	A. F. of L. Frank Edwards (28)	Amer. Tob. Co. Your Hit Parade (180)
Club Can Do S	"	Co-op I Love A Mystery	"
Hotel Edison Orchestra S	Presidential Profiles	Dance Orchestra	Life (100) Montgomery (10:30-10:35)
"	"	"	Hollywood Music Box (10:35-11)
Band S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition	P&G Oxyd. Lava Droft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (153) R	Mr. Mystery	No Network Service
Campbell Soup Club 15 (165) R	"	Murine Co. Gabriel Heatter	Miles Labs News of World (162)
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (181)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R
R. J. Reynolds Richard Diamond (285)	Musicland USA	Adventures of Maisie	General Foods Roy Rogers (138)
"	"	"	"
Equitable Life This Is Your FBI (280) R	The Big Time	(Co-op) Gracie Fields Show	The Martin & Lewis Show *OT
"	"	"	"
Heinz Ozzie & Harriet (288)	Doris Day Show	Magazine Theatre	Coca-Cola Marie Lanza Show (192)
"	"	"	"
Bristol-Myers Mr. District Atty. (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S
" (see footnote)	"	"	"
Gillette Cavalcade of Sports (293)	(10-10:05) Bob Trout News Capitol Cloakrm.	A. F. of L. Frank Edwards (135)	Night Beat S
"	"	Co-op I Love A Mystery	"
"	Dance Orchestra	Amer. Protam Health Quiz	Life (99) Montgomery (10:30-10:35)
American Sports Page S	"	Dance Orch.	Bill Stern (10:35-10:45)
News S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition	P&G Oxyd. Lava Droft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (153) R	Mr. Mystery	No Network Service
General Mills Lone Ranger (153)	Campbell Soup Club 15 (165) R	Murine Co. Gabriel Heatter	Miles Labs News of World (162)
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (181)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R
R. J. Reynolds Richard Diamond (285)	Musicland USA	Adventures of Maisie	General Foods Roy Rogers (138)
"	"	"	"
Equitable Life This Is Your FBI (280) R	The Big Time	(Co-op) Gracie Fields Show	The Martin & Lewis Show *OT
"	"	"	"
Heinz Ozzie & Harriet (288)	Doris Day Show	Magazine Theatre	Coca-Cola Marie Lanza Show (192)
"	"	"	"
Bristol-Myers Mr. District Atty. (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S
" (see footnote)	"	"	"
Gillette Cavalcade of Sports (293)	(10-10:05) Bob Trout News Capitol Cloakrm.	A. F. of L. Frank Edwards (135)	Night Beat S
"	"	Co-op I Love A Mystery	"
"	Dance Orchestra	Amer. Protam Health Quiz	Life (99) Montgomery (10:30-10:35)
American Sports Page S	"	Dance Orch.	Bill Stern (10:35-10:45)
News S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Una Mae Carlisle S	News	Smiley Whitley Show	Bob Warren News
Alert America S	UN on the Record	"	E. V. Kaltenborn News (MM)
Co-op Harry Wismer	CBS Radio Sports Roundup	Report From the Pentagon	NBC Symphony Orchestra
Labor-Management S	Larry LeSueur News	Organ Music	"
"	This I Believe Saturday at The Chase	Co-op Al Hoffer	"
Co-op Bert Andrews	"	Twin Views of the News	"
Dinner At The Green Room S	Operation Underground	Down You Go (7:30-7:55)	Medicine-USA S
"	Dr. Pepper Sports Roundup (49)	State Farm Auto Ins. Co. C. Brown	"
Dancing Party S	Wrigley Gene Autry (180)	20 Questions	Jose Ace Disc Jockey
"	"	"	"
"	GF-Post Cereal Tarzan (155) R	(Co-op) MGM Theatre of the Air	Bob & Ray
"	"	"	"
"	GF-Grape-Nuts Gangbusters *(158) R	"	The Judy Canova Show S
"	"	"	"
"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (183)
"	"	"	"
Saturday at Shamrock S	(10-10:05) Bob Trout News Robert Q's Waxworks	Chicago Theatre of the Air S	R. J. Reynolds Vaughan Monroe (179)
"	"	"	"
The Three Suns S	"	"	Saturday Nite Revue
"	"	"	"
News S	News	News	News from NBC
Buddy Wood Trio S	Dance Orchestra	Dance Orchestra	Earl Godwin's Washington

SUNDAY TIME

CBS	MBS	NBC
Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"
Longines-Wittnauer Symphonette (150)	Top Tunes with Trendler	The Catholic Hour
"	"	"
New York Philharmonic Orchestra	Dixie Four Quartet	Amer. Forum of the Air S
"	American Protam Corp. Health Quiz	"
"	Bandstand U.S.A.	Elmo Roper
"	"	America's Music
"	Air Force Hour	Earl Godwin's Washington
"	"	Belmont Radio John C. Swayze (135)
Music For You	Under Arrest	The Falcon S
"	"	"
Hearthstone of the Death Squad S	Seabrook Farms Private Files 4:30-4:55	U. S. Tobacco Martin Kane (167)
"	"	"
Kingon Arthur Godfrey Roundtable (97)	Wildroot The Shadow	American Baker Assoc. Hollywood Playhouse (183)
"	"	"
Admiral Rubt. Trout * (193)	Williamson (alternate wks.)	Whitehall 1212 S
"	True Detective Mysteries (315)	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (154)	Luncheon with Lopez	Co-op News Merrill Mueller S
"	P&G Duz Guiding Light (158)	"	Wesson Oil Dr. Paul (59)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (78) Grady Cole (41)	Dixieland Matinee	TBA
" (See footnote)	P&G Tide Perry Mason (158)	"	"
Family Circle (2:35-3:00) S	Toni, Seaman Nora Drake (168)	Say It with Music	General Mills Live Like A Millionaire (74)
"	P&G Ivory Fl. Brighter Day (142)	"	Amer. Tob. Co. Banghart 2:55
TBA	Miles Labs Hilltop House (146)	Co-op Poole's Paradise	P&G Life-Beautiful (158)
Mary Marlin S	Pillsbury House Party (162)*	"	P&G Road of Life (158)
Lever Bros. Joyce Jordan M.D. (278)	"	"	P&G Pepper Young (158)
Philip Morris Romance of E. Winters (249)	Star Lines* (2:50-55) News 3:55-4 p.m.	"	P&G Right to Happiness (158)
General Mills Betty Crocker (91)	Tu—Music By Antonini MW Chicagoan ThF St. Louis Matinee	Miscellaneous Programs	P&G Backstage Wife (149)
Thy Neighbors Voice S	"	4:25 News S	Sterling Drug Stella Dallas (149)
The Dean Cameron Show S	Treasury Bandstand	Mert's Record Adventures M-F 4:30-5	Sterling Drug Young Widder Brown (149)
Manhattan Maharajah S	"	1-5:30 M-F M—B. Benson S Tu-Sgt. Preston Th-Sgt. Preston	Manhin. Soap Woman in My House (177)
(Co-op) Big Jon & Sparkie	4:55-5 News	(Quaker) WF OrangeCrush Green Hornet	Whitehall Just Plain Bill (145)
Mark Trail S	5-5:45 p.m. No Service	5:30-5:55 Tu & Th, Derby Sky King	Whitehall Front Page Farrell (140)
Kellogg Co. Space Cadet Tu&Th (223)	"	5:30-5:55 MWF Kellogg Wild Bill Hickok	P&G Lorenzo Jones (195)
(MWF) Fun Factory S—See Footnote	Miles Labs Curt Massey Time (147) R	M-F 5:55-6 Johnson & Son Cecil Brown	Es-Lax Inc. Doctor's Wife 188

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (149)	TBA	Coast Guard Cadets on Parade
"	"	"	"
Texas Co. Met Opera (278) to 4-12	Hormel & Co. Music with H. Girls (120)	S. C. Johnson News (2:25-2:30)	Coffee in Washington S
"	"	"	"
"	Make Way for Youth	Georgia Crackers	Musicana
"	"	"	"
"	Report From Over Seas	Bandstand U.S.A.	The Downhomers S
"	Adventure In Science	(3:25-3:30) S. C. Johnson News	"
"	Farm News Co-op	Sports Parade	U. S. Army Band
"	Correspondents' Scratch Pad	"	"
"	Horse Racing	Caribbean Crossroads	Slim Bryant and His Wild Cats
"	Stan Dougherty	"	"
"	Cross Section U.S.A.	Hawaii Calls	Mind Your Manners
"	"	"	"
Tea & Crumpets S	Eddie Fisher Show	Harmony Rangers	Big City Serenade
"	"	"	"
At Home with Music S	Treasury Bandstand	Bands for Bonds (5:30-5:55) (5:55-6)	The Helping Hand
Club Aluminum Club Time (20)	"	S. C. Johnson Capital Commentary	Torres Lea Songs

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EST.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
2:30-2:35 p.m., M-F, John H. Dulaney & Son, Dulaney Daily Double, (49).
5:55-6 p.m., M-F, World Flight Reporter
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
9:55-10 p.m., F, Gen. Foods, Sanka News (283)
* PP (Pyramid Plan) American Chicle & General Mills participations on The Top Guy, W., 8:30-9 p.m.; Defense Attorney, Th., 8-8:30 p.m.; Stop the Music, Sun., 8:30-8:45 p.m., sep.

CBS—11-11:05 a.m., Sat., Campana, Bill Shadel News (185)
5:55-6 p.m., Sun., Best Foods Inc., Larry LeSueur (193)
10:25-30 a.m., Sat., Econ. Lab., Galen Drake (187)
9:30-9:35 p.m., Tues., Colgate-Palmolive-Peet Co. Louella Parsons (193)
9:25-30 p.m., Th., Gen. Foods, Bill Shadel News (153)
9:25-30 p.m., Sat., Gen. Foods, Sanka Salutes (156)
8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107)
3:45-50 p.m., M-F, Kellogg, Carl Smith, (121)
3:40-45 p.m., M-F, Pillsbury, Cedric Adams (162)
11:30-35 a.m., Sun., Bill Shadel (8)
4:10-15 p.m., Sun., Bill Downs (8)

MBS—2-4:30 p.m., Mon.-Sun., Game of the Day—Network B (Falstaff Brewing and Co-op). Gillette Warm-Up Time, 5 min. preceding games, Mon.-Sun. Camel Baseball Scoreboard, 5 min. following, Mon.-Sat. Wheaties Scoreboard, 5 min. following, Sun.
11:25-11:30 a.m., M-F, S. C. Johnson & Son, News
11:30-12:00 Noon, M-W-F, Kraft Foods Co.—co-sponsors Queen for a Day.
2:25-2:30 p.m., M-F, S. C. Johnson & Son News.
4:55-5 p.m., S. Bobby Benson—American Chicle
5:15-5:30 p.m., M. portion of Bobby Benson sponsored by Kraft Foods Co.
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.

NBC—*OT Operation Tandem, Whitehall Amer. Chicle, Liggett & Myers.
8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:45-11 a.m., Hymn Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
March 31, 1952 Copyright 1952

WXYZ 1270 on your dial RADIO

ABC Radio News

SPOT NEWS FROM DETROIT

OWNED RADIO STATIONS

WXYZ—KEY RADIO STATION IN DETROIT OF THE AMERICAN BROADCASTING COMPANY

WXYZ RINGS BELL WITH "JACK THE BELLBOY"

FABULOUS SELLING SUCCESS of Jack the Bellboy is based on his sincere, friendly manner. Last year, advertisers bought over 10,000 spot announcements on his program, now heard over ABC station WXYZ.

Famous disc-jockey is most listened to in Detroit

DETROIT. Nationally known platter spinner "Jack the Bellboy" continues in his top spot as Detroit's most-listened-to disc-jockey, according to latest ratings. Jack now broadcasts over WXYZ, ABC's key station in Detroit, 4:00 to 6:15 pm weekdays, as well as a show on Saturday and another on Sunday.

Jack has been a fabulous success in the Motor City ever since his start in 1945. One of his rare personal appearances drew 65,000 fans to a Detroit music store. Another time, a radio offer created such response that telephone lines were choked with 100,000 calls. When he interrupted his program and explained the plight of the telephone company, the calls stopped and service was quickly restored.

Jack's pulling power does not depend on gimmicks. His chatter is brief. He knows his music; he knows the artists; he knows the people of Detroit. He can sell your product faster in this rich market—call your ABC spot sales representative today for details.

LATE NEWS

CHICAGO. It's good news for midwestern advertisers. Simply Simon, Windy City funnyman and disc-jockey extraordinary, is back on radio—exclusively over WENR. Front page of this insert gives details.

Registration
[Management]

(Continued from page 100)

Schile, S. John, KUTA Salt Lake City, Utah
Schloss, O. M., WWSW Pittsburgh, Pa.
Schmidt, Alois A., WFCB Dunkirk, N. Y.
Schmidt, Robert E., KAYS Hays, Kans.
Schoen, Arnold F. J., WPRO Providence, R. I.
Schreiber, Frank P., WGN Chicago, Ill.
Schroeder, Arthur H., Miller & Schroeder, Washington, D. C.
Schroeder, Frank C. Jr., WDZ Decatur, Ill.
Schrott, Alvin D., WJAC-TV Johnstown, Pa.
Seebeck, Charles E. WTON Staunton, Va.
Segal, David M., KTFS Texarkana, Tex.
Sepaugh, L. M., WSLI Jackson, Miss.
Shaffer, Keith B., Erwin, Wasey & Co. Inc., New York
Shaffer, Russel, KBOL Boulder, Col.
Shafto, G. Richard, WIS Columbia, S. C.
Sharp, Ivor, KSL Salt Lake City, Utah
Sharp, Thomas E., KFSD San Diego, Calif.
Shaw, Bill, Broadcasting • Telecasting, Chicago
Shaw, Glenn C., KLX Oakland, Cal.
Shawd, Arch, WKBZ Muskegon, Mich.
Shay, John, WTVJ Miami, Fla.
Shea, William E., WHDH Boston, Mass.
Sheftall, John Parry, WJZM Clarksville, Tenn.
Shein, Alice, WBTH Williamson, W. Va.
Shepard, Ralph E., KWOA Worthington, Minn.
Sherman, Gordon, WMAY Springfield, Ill.
Sholis, Victor A., WHAS Louisville, Ky.
Shouse, James D., WLW Cincinnati, O.
Shuebruk, Peter, Fly, Shuebruk & Blume, New York
Sigmon, Loyd C., KMPC Los Angeles, Calif.
Simms, Raymond C., Erwin, Wasey & Co., Inc., New York
Sink, Gene, WAAA Winston-Salem, N. C.
Siverson, Charles W., WHAM Rochester, N. Y.
Slavick, H. W., WMC Memphis, Tenn.
Smiley, David E., WDAE Tampa, Fla.
Smith, Calvin J., KFAC Los Angeles, Calif.
Smith, Cal, KROC Rochester, Minn.
Smith, George X., KFOR Lincoln, Neb.
Smith, Hugh M., WCOV Montgomery, Ala.
Smith, Joe L. Jr., WJLS Beckley, W. Va.
Smith, Robert H., WCYB Bristol, Va.
Smith, T. A., RCA Victor Div., Camden, N. J.
Snyder, C. A. "Fritz", CBS-TV New York
Snyder, Franklin, WXEL Cleveland, O.
Snyder, Jack, WFBG Altoona, Pa.
Sonis, Berton, WTIP Charleston, W. Va.
Soule, Hendrick H. WFBL Syracuse, N. Y.
Soule, O. P. KTFI Twin Falls, Idaho
Southmayd, John P., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Sowell, F. C., WLAC Nashville, Tenn.
Spann, Melvin P. (Mel), KWAK Stuttgart, Ark.
Spann, June, KWAK Stuttgart, Ark.
Sparks, Garnet G., WEXL Royal Oak, Mich.
Sparks, Gordon A., WEXL Royal Oak, Mich.
Spence, Edwin M., Miami Beach, Fla.
Spence, Harry R., KXRO Aberdeen, Wash.
Spencer, Lester G., WKBV Richmond, Ind.
Spokes, A. E., WJOY Burlington, Vt.
Stanbery, J. F., Collins Radio Co., Cedar Rapids, Iowa
Stapp, Jack, WSM Nashville, Tenn.
Stark, Howard E., Consultant, New York
Staubitz, E. J., Blaw-Knox, Pittsburgh, Pa.
Steele, V. J., WVJS Owensboro, Ky.
Stern, Edgar B. Jr., WDSU New Orleans, La.
Stewart, Elliott, WIBX Utica, N. Y.
Storer, George B. Jr., KEYL San Antonio, Tex.
Storz, Todd, KOWH Omaha, Neb.
Stovin, Horace N., Horace N. Stovin & Co., Toronto, Ontario
Streibert, Theodore C., WOR New York
Strine, Leroy K., WORK York, Pa.
Stringer, Arthur, NARTB Washington, D. C.
Stubblefield, Wm. T., NARTB Washington, D. C.
Suhre, Orville, KVOR Colorado Springs, Col.
Sullivan, Donald D., WNAX Yankton, S. D.
Surrick, John E., WFBR Baltimore Md.
Sutherland, George L., WKJF Pittsburgh, Pa.
Swearingen, George R., Weed & Co., Atlanta, Ga.
Sweeney, Kevin B., BAB New York
Swezey, Robert D., WDSU New Orleans, La.

T

Taishoff, Sol, Broadcasting • Telecasting, Washington, D. C.
Taylor, John P., RCA Victor Div., Camden, N. J.
Taylor, John W., KCRC Enid, Okla.
Teich, Walter J., KOEL Oelwein, Iowa
Tenpenny, Ray, KEYD Minneapolis, Minn.
Terry, Hugh B., KLZ Denver, Col.
Tessman, Abbott, KEXO Grand Junction, Col.
Thomas, Maynard W., WGAL Lancaster, Pa.
Thomas, Robert R. Jr., WOAY Oak Hill, W. Va.
Thomas, C. L. "Chet", KXOK St. Louis, Mo.
Thomas, Norman A., WDOD Chattanooga, Tenn.
Thompson, Gordon, KFYO Lubbock, Tex.
Thompson, Marvin I., WIBK Knoxville, Tenn.
Thornburgh, Donald W., WCAU Philadelphia, Pa.
Tillmanns, Carl W. Jr., C. E. Hooper, Inc., New York
Timlin, J. F., Branham Co., New York
Tincher, Robert R., WNAX Yankton, S. D.
Todd, Jack, KAKE Wichita, Kans.
Trace, Gene, WBBW Youngstown, O.
Trace, Robert, WMGW Meadville, Pa.
Tracy, E. C., RCA Victor Div., Camden, N. J.
Trainer, M. A., RCA Victor Div., Camden, N. J.
Trammell, Lynn, WBAP Ft. Worth, Tex.
Travis, Harry E., WKZO-TV Kalamazoo, Mich.
Tredwell, Kenneth I., Jr., WBT Charlotte, N. C.
Treynor, Wm. K., NARTB Washington, D. C.
Troman, R. A., Blaw-Knox Co., Pittsburgh, Pa.
Tucker, Durward J., WRR Dallas, Tex.
Tuhy, Stephen, Jr., Attorney, Washington, D. C.

U

Unger, Alvin E., Frederic W. Ziv Co., Cincinnati, O.
Uridge, Owen F., WQAM Miami, Fla.

V

Vadeboncoeur, E. R., WSYR Syracuse, N. Y.
Van Nostrand, Lew, WMT Cedar Rapids, Iowa
Van Volkenburg, J. L., CBS-TV New York
Vickers, Marjorie R., KPAC Port Arthur, Tex.
Voss, Frank J., WRAW Reading, Pa.

W

Wagenvoord, Fred W., KCRG Cedar Rapids, Iowa
Wagner, Wm. D., WHO Davenport, Iowa
Wailes, Lee B., Fort Industry Co., Birmingham, Mich.
Waites, W. O., WHHM Memphis, Tenn.
Walker, James P., KFPW Tulsa, Okla.
Walker, William L., NARTB Washington, D. C.
Walsh, J. Gonan, WDEL Wilmington, Del.
Walter, John M., WJPG Green Bay, Wis.
Walter, Mary M., WJPG Green Bay, Wis.
Ward, Guy, TV Adv. Assoc. Baltimore, Md.
Ward, G. Pearson, KTTS Springfield, Mo.
Ward, James M., WLAC Nashville, Tenn.
Ward, J. T., WLAC Nashville, Tenn.
Wardell, J. Gordon, KGBX Springfield, Mo.
Ware, Les, KXLW St. Louis, Mo.

(Continued on page 134)

allied arts

JOHN C. McDEVITT, zone manager for Crosley Div., Avco Mfg. Corp. in Charlotte, appointed assistant sales manager of radio sales section of Crosley with offices in Cincinnati.

CHARLES BELL, director of TV, WBTV (TV) Charlotte, N. C., to Allen B. DuMont Labs. as southeastern sales manager for company's TV broadcast equipment.

Mr. Bell

RCA TUBE Dept., Camden, N. J., announces publication of parts catalogue designed to expedite dealer's parts ordering activities. Book lists more than 16,000 parts contained in RCA Victor TV receivers, radios and phonographs.

BERT RICHMAN AGENCY, Hollywood (talent), now affiliated with Charles Ross Adv., that city, to package talent.

RAY BARFORD, manager of Toronto office of James Lovick Ltd., has resigned to become publisher of *Vancouver News-Herald.*

ROBERT J. TARLTON, general manager, Panther Valley Television Co., to Jerrold Electronics Corp., Phila., as chief field engineer succeeding **CAYWOOD C. COOLEY,** now firm's sales manager.

Mr. Tarlton

S. W. CALDWELL Ltd., Toronto, distributor of transcribed radio-TV programs, has issued catalog listing all data on numerous American and Australian programs to which they have Canadian rights.

EDWARD A. DAVIES, Princeton Film Center, Princeton, N. J., joins Joseph DeFrenes Co., Phila., motion picture and TV film producer, as director of sales.

JOHN WARD appointed sales representative for Foley & Gordon Inc., N. Y., TV program packager and management firm.

ALBERT W. BATES appointed eastern executive vice president of Theodore R. Sills & Co., N. Y., public relations.

W. E. HENGES, executive committee member and vice president, Graybar Electric Co., N. Y., elected company president.

Mr. Henges

ALEX CHESLEY, WJMR New Orleans executive, named sales representative for World Broadcasting System, N. Y.

J. G. STEVENS Inc., Hollywood (TV package producer), moves to 1509 N. Cassil Pl. Telephone is Hillside 8361.

ADMIRAL WILLIAM H. P. GRAY, U.S.N. (ret.), elected a director of Gray Mfg. Co., Hartford Conn.

HENRY A. BROWE, advertising and sales promotion manager of Appliance Distributors, Chicago branch of Admiral Corp., named sales manager of Admiral's radio division.

RICHARD G. DROWN Jr., vice president of advertising, Wembley Neckwear, named sales representative for United Artists Television in New Orleans.

WELLS R. CHAPIN, chief engineer, WIL St. Louis., to General Electric Co.'s Electronic Div. as district sales manager for radio - TV broadcasting equipment with headquarters at 4227 Lindell Blvd., St. Louis.

Mr. Chapin

DeWITT C. SUPLEE, manager of Detroit radio - TV sales for Stromberg - Carlson, to Crosley Div., Avco Mfg. Corp., Cincinnati, as assistant manager of TV sales section.

WILLIAM J. HELT, TV sales manager, Belmont Radio Corp., Chicago, promoted to general sales manager.

Equipment . . .

RCA, Camden, N. J., announces production of new small speaker designed to serve as speaker in low-powered voice paging systems or as high efficiency microphone in talk back systems. Instrument is termed MI-6441.

PENTRON Corp., Chicago, announces availability of two-speed portable tape player obtainable either as self contained unit with speaker and amplifier or with pre-amp only, ready to plug into any existing amplifier, radio or TV set. Unit plays back magnetic recordings made on standard tape recorders at either 3¾ or 7½ inches per second.

RCA Engineering Products Dept., Camden, N. J., announces production of new semi-directional pressure microphone for general remote pickup use by AM, FM and TV. Mike is termed RCA Type BK-1A.

INSULINE Corp. of America, Long Island City, N. Y., announces production of new high-voltage tip jack designed for stability in sensitivity electronic test equipment carrying catalog number 1899.

Technical . . .

ORRIN A. MILLS and STEPHEN J. MYERS, WNAB Bridgeport, Conn., to engineering staff of WTIC Hartford, Conn.

LEE BERRYHILL, KRON-TV San Francisco engineer, promoted to chief engineer replacing **R. A. ISBERG,** who resigned to open TV consulting and systems planning business. **WILLIAM SADLER,** transmitter supervisor, appointed senior supervisor in station's technical department. **HAROLD SIMPSON** named to direct all mobile unit operations.

Our Respects To

(Continued from page 92)

extended only to the point at which these new projects were put into operation. In 1939, the number of new fields in which CBS was interested having been substantially exhausted, Mr. Murphy was named executive director of that coming phenomenon called television. As part of his responsibilities, he represented CBS on the industry's National Television Systems Committee, at that time engaged in recommending engineering standards for black-and-white television, which, with FCC approval, subsequently commenced operations under commercial authorization on July 1, 1941.

Those, Mr. Murphy recalls, were times of vast experimentation. Columbia's WCBW New York (now WCBS-TV) started off immediately at the whopping rate of 15 program hours a week. In doing so, the station was considerably inconvenienced by having only one studio and by extended non-delivery of remote gear. But Mr. Murphy counts those as highly educational inconveniences.

"With all those limitations, you had to produce your shows well or nobody would watch. We had to do a lot of experimenting and analyzing—a lot more than anybody has to do today. But as a result, the people who worked with us then—people who are known all through the industry now—possess a lot of experience that nobody is going to bother getting today," he notes.

CBS also was experimenting throughout this period with another development: color television. Then came the war, stopping developmental work in its tracks, turning the CBS laboratories to government work exclusively, cutting TV broadcasting back to four hours a week to conserve equipment, and, almost simultaneously with this cutback, leading Mr. Murphy into military service in the Signal Corps in May 1942.

He served in Washington in the division of planning, Office of the Chief Signal Officer, until the summer of 1943. Then he went to officers' school at Fort Monmouth, N. J., and from there to London in November as administrative officer of the signal division of COSSAC (Chief of Staff, Supreme Allied Command, the planning headquarters for the "Overlord" cross-channel invasion, which later became SHAEF).

Shortly after the invasion, Major Murphy moved with SHAEF to forward headquarters on France's Cherbourg peninsula and subsequently with SHAEF forward to Versailles, to Rheims (where the German surrender was signed), and, finally, to Frankfort.

Postwar Activities

The war over, he transferred to the Psychological Warfare Division, later known as the Information Control Division and was involved with re-establishment, throughout the U. S. Zone, of all forms of mass communication: radio, newspapers, books, magazines, concerts and the like. He started as head of the radio branch and within a few months worked up to the position of assistant chief for operations of the entire division.

This work, as well as his preceding military assignments, gave him additional administrative and organizational training which he values both as a supplement to civilian experience already acquired and as further background for the job he is now undertaking.

When he rejoined CBS after the war—he returned to the U. S. a lieutenant colonel on Christmas Eve 1945 and to CBS the following Jan. 14—he went back not into television alone but as a vice president and general executive of the company.

The term "general executive" was no misnomer. During this period he supervised, among other things, radio and TV operations (program, building and technical), construction, engineering research and development, editing, real estate, new developments and a category called "miscellaneous."

The outbreak of the color TV race in 1947 and again in 1949 largely absorbed his attention during that period, intermittently at first but almost steadily during the drawn-out hearings before the FCC. Those completed, he was named president of CBS Labs. when that division was formed last July and served there until his advancement to the CBS Radio presidency. He continues as a vice president of the overall CBS organization.

Mr. Murphy quickly concedes that there are many details of network operation which he has yet to master and he is working intensively to bring himself up to date on the intricacies as rapidly as possible. He does not, however, feel that it is either appropriate or correct to label him a "strictly TV man."

Confidence in Radio

Nor does he lack faith in the future of radio.

"If I hadn't had tremendous confidence in it," he says, "I would not have jumped at this chance." He adds:

"The current re-examination of media values now being made by both advertisers and their agencies is the best thing that's happened to radio in a good many years. What comes out of these analyses—with no room for argument—is that radio continues as the most effective way to reach really big audiences; to reach them at the lowest cost in all advertising, over and over again."

Adrian Massey Murphy (so far as business usage is concerned, the middle name might as well not exist) was born in New York City, May 19, 1905, the son of John Stephen and Clotilde Serre Murphy. He attended the New York City schools and suburban Pelham High School. One of his present administrative vice presidents, Louis Hausman, was assistant manager and a member of the swimming squad on which Adrian Murphy starred as a diver. He was graduated from Princeton U. in 1927 with a bachelor of science degree.

After a stint with Federal Adv. Agency and Erwin Wasey & Co. in the late 1920s, he joined Norman Bel Geddes, where the contact with CBS ensued.

Mr. Murphy on Dec. 18, 1936, married Eloise White, who had lived across the street from him in Pelham. They have a son, Serre, 8, and a daughter, Lydia, 4. He is a member of the Pelham Country Club, the Coral Beach Club in Bermuda and the Skating Club of New York.

If anybody ever tells him to go fly a kite, he's apt to do so. It's his favorite hobby.

LIBEL FREE BILL

Urged in ABA Resolution

ARKANSAS legislature has been urged to pass a bill to relieve stations of libel liability when they are broadcasting under political rules. Resolution was adopted by the Arkansas Broadcasters Assn.'s membership meeting held March 17-18 at the Marion Hotel, Little Rock.

Storm Whaley, KUOA Siloam Springs, was elected president; William V. Hutt, KLRA Little Rock, vice president, and W. N. McKinney, KELD El Dorado, secretary-treasurer. All three also were elected directors along with Sam Anderson, KFFA Helena; Julian Haas, KARK Little Rock; Ted Rand, KDRS Paragould; Fred Stevenson, KGRH Fayetteville; Harold Sudbury, KLCN Blythville; S. C. Vinsonhaler, KGHI Little Rock.

Largest turnout in the association's history marked the meeting in which 74 station managers, owners and representatives of allied industries took part. Harold Fellows, NARTB president, delivered the main address and with Oliver Gramling, assistant general manager of AP, received an Arkansas Traveler Certificate from Arkansas' Secretary of State C. G. Hall.

Also adopted by the association were resolutions commending Broadcast Measurement Inc. for its efficient operation and for periodic reductions in fees, AP for publishing a book giving correct pronounciation of Arkansas placenames and both civil defense and State License Bureau for joining in a cooperative survey of auto-with-radio ownership in the state.

Discussion on U. of Arkansas' athletic policies affecting broadcast rights was led by John Barnhill, university athletic director.

There's More SELL on . . .

WRNL

RICHMOND VIRGINIA
910 KC — 5 KW
ABC AFFILIATE

NATIONAL REP.— EDWARD PETRY & CO., INC.

FIRST! IN THE $100,000,000.00 MARKET OF IMPERIAL VALLEY!

KXO

EL CENTRO, CALIF.

MUTUAL — Represented by PAUL H. RAYMER CO. — DON LEE

Spot's Hot

(Continued from page 68)

$5,532,230 as compared with 8% or $2,002,720 in 1950 and a very nominal $86,000 in 1949.

Fourth came the Jewelry, Optical Goods and Camera classification with 8.2% or $4,775,188. This compares with 10.6% in 1950 or $2,653,604 and 15.3% or $1,315,800 in 1949.

Smoking materials was the fifth spot television spender with 7% or $4,076,380. This classification furnished 11.9% of the total in 1950 or $2,979,046. In 1949 it was 10.9% or $937,400.

Others among the first 10 were: Gasoline, Lubricants and Fuels, 6.3%, $3,668,742; Drugs and Remedies, 6.1% $3,552,274; Automotive and Auto Accessories, 5.8%, $3,377,572; Household Equipment, 3.2%, $1,863,488 and Household Furnishings, 2.6%, $1,514,084.

Spot Television Revenue by Product Groups

Product Groups	1951	% Total 1951	1950	% Total 1950	1949	% Total 1949
Agriculture & Farming	$ 232,936	.4	$	..	$ 25,800	0.3
Apparel, Footware & Access.	349,404	.6	150,204	.6	387,000	4.5
Automotive, Auto Access.	3,377,572	5.8	1,702,312	6.8	1,204,000	14.0
Aviation, Aviation Access.	.....	..	.....	..	.....	..
Beer, Wine & Liquor	10,190,950	17.5	4,756,460	19.0	774,000	9.0
Building Materials, Equip. & Fixtures	116,468	.2	25,034	.1	34,400	0.4
Confectionery & Soft Drinks	1,455,850	2.5	1,001,360	4.0	395,600	4.6
Consumer Services	349,404	.6	100,136	.4	249,400	2.9
Drugs & Remedies	3,552,274	6.1	625,850	2.5	60,200	0.7
Entertainment & Amusements	58,234	.1	.....	..	34,400	0.4
Food & Food Products	10,889,758	18.7	3,129,250	12.5	1,066,400	12.4
Gasoline, Lubricants & Fuels	3,668,742	6.3	2,002,720	8.0	86,000	1.0
Horticulture	116,468	.2	25,034	.1	17,200	0.2
Household Equip., Appliances & Supplies	1,863,488	3.2	600,816	2.4	473,000	5.5
Household Furnishings	1,514,084	2.6	776,054	3.1	86,000	1.0
Industrial Materials	58,234	.1	.....	..	43,000	0.5
Insurance & Banks	349,404	.6	125,170	.5	34,400	0.4
Jewelry, Optical Goods & Cameras	4,775,188	8.2	2,653,604	10.6	1,315,800	15.3
Office Equip., Stationery & Writing Supplies	.....	..	.....	..	.....	..
Political	58,234	.1	.....	..	.....	..
Publishing & Media	349,404	.6	225,306	.9	68,800	0.8
Radios, TV Sets, Phonographs, Musical Instruments & Access.	1,281,148	2.2	725,986	2.9	232,200	2.7
Retail Stores & Shops	349,404	.6	100,136	.4	438,600	5.1
Smoking Materials	4,076,380	7.0	2,979,046	11.9	937,400	10.9
Soaps, Cleansers & Polishes	5,532,230	9.5	2,002,720	8.0	86,000	1.0
Sporting Goods & Toys	291,170	.5	125,170	.5	34,400	0.4
Toiletries	698,808	1.2	700,952	2.8	68,800	0.8
Transportation, Travel & Resorts	.....	..	.....	..	34,400	0.4
All Others	2,678,764	4.6	500,680	2.0	412,800	4.8

Figures here represent net time sales, after discounts and allowances, and are based on BROADCASTING • TELECASTING survey.

DINKY AWARDS

Commend 15 Programs

CASH prizes of $1,000 each were given to NBC radio *The Big Show* and CBS-TV *Ken Murray Show* at first annual award presentation of John Guedel's Dinky Foundation at Hollywood Ad Club March 17. They were for the best public service messages on radio and TV during the past year.

Two cash awards were made via long distance telephone to New York with Groucho Marx informing Tallulah Bankhead, m.c. and hostess of *The Big Show*, and Art Linkletter informing Ken Murray.

Runner-up awards were won by NBC radio *Father Knows Best* and NBC-TV *Goodyear Playhouse*.

Honorable mention went to NBC radio *Phil Harris-Alice Faye Show*, NBC radio *Fibber McGee & Molly Show*, NBC radio *Halls of Ivy*, ABC-TV *The Ruggles* and CBS-TV *Suspense*.

Receiving special awards for shows with continuing public service themes were: ABC radio *The Old Gold Amateur Hour*, NBC radio *Life Can Be Beautiful*, CBS radio *Edgar Bergen & Charlie McCarthy Show*, NBC-TV *Bob Hope Show* and CBS-TV *See It Now*.

Runner-up, special awards and honorable mention programs all received gold loving cups, with judges of the 100 entries being Dr. Robert Gordon Sproul, U. of California president; Mrs. Rowena Willis, Los Angeles housewife, and Rupert Hughes, writer.

Electronics Volume

SEVENTH volume of *Proceedings of the National Electronics Conference—1951* has been made available by the National Electronics Conference, 852 E. 83d St., Chicago. Book, selling for $5, contains in its 736 pages the reprints and digests of papers presented at the 1951 conference. Seventy-nine papers cover electronic research, development and application in audio systems, components, computers, high frequency measurement, information theory, magnetic amplifiers, medical and industrial applications, micro-wave and propagation, servo theory, signal detection, television and tubes.

SCHOOL PROGRAMS

KUSD Surveys Service

MORE than 2,000 children in 149 schools listen weekly to in-school broadcasts of KUSD, U. of South Dakota station at Vermillion. All 149 schools reporting ownership of radios tune in at least one of the 10 educational programs weekly, the KUSD survey shows.

Of 353 schools reporting, 159 did not get the broadcasts because they had no radios; 18 had poor reception, and 13 did not listen because they could not locate the station or because they feature specialized fields not covered by the broadcasts. Schools without radios will be furnished with tape recordings of the broadcast series without charge.

The *Singing Lady*, which teaches children to sing, is listened to regularly by more than 1,700 pupils in 140 schools, while *Story Time* gets an audience of 743 children in 58 schools. The former is rebroadcast for rural schools in other areas by KWAT Watertown, KIJV Huron and KISD Deadwood.

Survey was conducted by Allis Rice, director of the school of the air, to determine which programs are most valuable to teachers and pupils in preparation of next year's schedule.

WTMJ Workshop

WTMJ-AM-TV Milwaukee's first radio-television workshop in conjunction with the Junior League of Milwaukee ended March 17 with 1,900 delegates awarded achievement certificates for regular attendance. Group met every Monday night for seven weeks at Milwaukee's Radio City. Officials and staff members of the stations served as faculty.

DOUGFAIR CORP., Los Angeles, acquires rights to Robert Louis Stevenson's *Lodging for the Night* for inclusion in NBC-TV film series, *International Theatre*. Douglas Fairbanks, company president and film star, plans to enact role of Francois Villon.

50,000 CALLS ON GROCERS!

SEE DOUBLE PAGE SPREAD, this issue

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

THERE'S NO ILLUSION about radio in St. Louis

KWK IS THE BUY

KWK delivers listeners in the St. Louis Market at the lowest cost per thousand* 15 out of the 18 hours of the broadcast day.

*based on The Pulse, Inc., Nov.-Dec. 1951, and on S. R. D., Jan., 1952

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

CHARLES ANTELL • CHARLES ANTELL • CHARLES ANTELL • CHARLES ANTELL •

TELEVISION ADVERTISING ASSOCIATES • TELEVISION ADVERTISING ASSOCIATES • TELEVISION ADVERTISING ASSOCIATES •

T. A. A.

Television Advertising Associates

BALTIMORE • NEW YORK

HEARD ON RAD

For Our Clients:

CHARLES ANTELL

FORMULA 9

NATIONAL HEALTH AIDS

FASTABS

FASTABS • NHA • FASTABS • NHA • FASTABS • NHA • FASTABS • NHA

CHARLES ANTELL • CHARLES ANTELL • CHARLES ANTELL • CHARLES ANTELL

TELEVISION ADVERTISING ASSOCIATES • TELEVISION ADVERTISING ASSOCIATES • TELEVISION ADVERTISING ASSOCIATES • TELEVISION ADVERTISING ASSOCIATES •

ONRADIO • • • SEEN ON TELEVISION

THE MOST TALKED
OF RADIO-TV
ADVERTISING
CAMPAIGN
TODAY

we'll be in chicago

to shake your hand . . . and just say . . . Hello

AT HOTEL CONRAD HILTON

LEONARD ROSEN
Executive Director

AL DROHLICH
Secretary-Treasurer

SID BARBET • GUY WARD • ART HARRISON

HA FASTABS • NHA • FASTABS • NHA • FASTABS • NHA • FASTABS • NHA

XUM

PROOF POSITIVE

THAT

K-NUZ BRINGS RESULTS

STALCO

STATE LUMBER & SUPPLY CO.

Speaks Out for K-NUZ Pulling Power . . .

Here is a letter K-NUZ received from L. H. Coleman, General Manager of STALCO, Houston, Distributors of TV Sets and Sewing Machines.

Gentlemen:

I thought it might be of interest to you and your station to know of the results we have enjoyed through the use of K-NUZ. STALCO (State Lumber and Supply) is located on Telephone Road, quite a way off the beaten track, yet the company has grown to huge proportions in little less than one year, and a great deal of the credit goes to K-NUZ.

We started from scratch with our appliance department using three ¼ hours weekly over K-NUZ. We are now running eight ¼ hours and five 5-minute newscasts weekly—and have one of the largest television and sewing machine businesses in Houston. Thanks to K-NUZ we are able to keep some twenty-three salesmen busy following up leads from our programs over your station.

Besides the pulling power of K-NUZ I would like to thank the station for the excellent cooperation it has given us in following through with our advertising, and servicing us each week.

Looking forward to even greater sales during 1952 for STALCO and K-NUZ! Very truly yours,

L. H. Coleman General Manager

TIME BUYERS' INFORMATION

STALCO Sponsors the Following Programs: "Collie's Corral"— 12:30-12:45 P.M., Mon., Wed., & Fri. 11:30-11:45 A.M. Tues. 11:30-12:00 A.M. Thurs. "Spinner Sanctum" 2:30-2:45 P.M. Tues. & Thurs. 6:55 P.M. Edition of the News. Mon. thru Fri.

Call FORJOE, National Representative or DAVE MORRIS, General Manager at KEystone 2581 TWX-HO 414

K-NUZ

HOUSTON'S LEADING INDEPENDENT

Seven New Directors

(Continued from page 62)

of medicine. The depression interfered and his interests were diverted to the business world. In 1935 he married Marjorie Bernhisel. They have one son.

* * *

WILLIAM B. McGRATH

NEWEST member of the association's board is William B. McGrath, managing director of WHDH Boston. Mr. McGrath was elected to the board in mid-March. Technically, he was merely nominated at that time but since he was the only nominee to receive the necessary five votes the nomination was equivalent to election.

Mr. McGrath

An outstanding independent operator, Mr. McGrath learned that specialized phase of the broadcasting business at WNEW New York where he rose during a decade from production manager to program director to sales promotion manager.

He entered radio over two decades ago while a student at Syracuse U., working at WSYR and WFBL while attending classes. Service at Yankee Network and a year at KYW Philadelphia preceded his New York tenure. When the *Boston Herald-Traveler* bought WHDH Boston in 1946, Mr. McGrath was offered the job of managing director of the independent. The station has featured baseball coverage.

Born in 1911 in Brooklyn, he was educated in New York public schools there. His list of hobbies is topped by AM radio and includes poker and fishing.

* * *

PAUL W. MORENCY

WHENEVER a major broadcasting problem arises, "Fritz" Morency will be one of the first to be called into counsel. That happened a year ago when the all-industry Affiliates Committee was formed to meet broadcast rate-cutting by networks and advertisers. He has been chairman of that committee just as he has headed dozens of other industry groups. Born Oct. 19, 1899, he served in World War I; was graduated from U. of Chicago in 1923; joined advertising staff of Chicago *Evening American*, then affiliated with KYW; entered radio when newspaper arranged series of educational broadcasts under his direction; joined NAB in 1927 as travelling representative, soon becoming director and vice president; named manager of WTIC Hartford when station went up to 50 kw in 1929 and still heads that operation. He has served many terms on NAB and NARTB boards and has been active on copyright, research, defense and other broadcast groups.

Mr. Morency

* * *

STANLEY R. PRATT

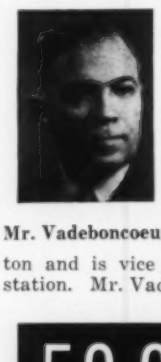
LIKE many directors, Stanley Pratt, age 36, joins the NARTB board with the benefit of state broadcast association experience, having headed Michigan Assn. of Broadcasters in 1950. He entered radio on the West Coast in the late 30's and after learning the ropes accepted the managership of WSOO Sault Ste. Marie, Mich., when it went on the air in 1940, a post he still holds along with the presidency. At MAB he helped set in motion campaigns to exempt equipment and disc libraries from the sales tax. Thus far libraries have been exempted. High school sports fees, protection of news sources and political libel also held his attention and Michigan has passed the political libel law. Mr. Pratt married Ann Osborn, granddaughter of ex-Gov. Chase Osborn, of Michigan. They have three children, two boys and a girl. Mr. Pratt operates Northern Network, a three-station hookup. He is an active Episcopalean.

Mr. Pratt

* * *

E. R. VADEBONCOEUR

"CURLY" VADEBONCOEUR entered radio as news editor of WSYR Syracuse in 1939 after 19 years in journalism and writing. Moving to WSYR from city editorship of the *Syracuse Journal-American*, he started a commentary program for 12 years. Now vice president and general manager of WSYR-AM-FM-TV, he helped WINR Binghamton and is vice president of that station. Mr. Vadeboncoeur was the first radio correspondent from an independent station accredited to Gen. MacArthur's Southwest Pacific command in 1944. At NAB he was a member, later chairman, of the Radio News Committee and also was a member of the Council on Radio Journalism. Recently he was re-elected to a second term as a TV member of the NBC SPAC committee; has been active in summer theatre and concert activities; acquired a plane pilot's license in 1927; awarded Distinguished Citizenship Medal, Sons of American Revolution, and Outstanding Citizen's Placque, Lions Club. He is married, has one daughter.



Mr. Vadeboncoeur

Football in Denver

IT'S football in March for Denver fans. KOA that city broadcast a pre-season contest from Boulder Stadium last Saturday. Game was between Colorado U. and the alumni all-stars as a spring practice highlight for C. U. After conversations between Charles Bevis Jr., KOA general manager, and announcers Bill Day and Starr Yelland who regularly broadcast the U. C. schedule for Standard Oil in the fall, it was decided to put on a full sport coverage broadcast.

BAB SALES SESSION

Conducted at MBA Meeting

KEVIN B. SWEENEY, vice president of Broadcast Advertising Bureau, and John F. Hardesty, BAB local promotion director, conducted a half-day sales session at membership meeting of the Minnesota Broadcasters Assn. in Minneapolis March 22.

Invited by President John F. Meagher to address the Minnesota station operators, retail advertising managers and agency men, Mr. Sweeney spoke on BAB audience studies, competitive media and the "size of radio." Mr. Hardesty's talk covered all aspects of cooperative advertising and pointed out benefits of special sales opportunities. Mr. Sweeney also addressed radio salesmen in Cleveland March 20.

50,000 CALLS ON GROCERS!

SEE DOUBLE PAGE SPREAD, this issue

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

Agenda & Summaries

(Continued from page 38)

RCA cameras, has been designed. Associated equipments, including view finders, camera controls and power supplies, have likewise been designed to incorporate the latest developments. Emphasis has been placed on increased reliability, improved performance and greater ease of operation.

The designs embody the use of simplified construction, plug-in subassemblies, and hinged covers which provide for maximum accessibility in servicing. Circuit improvements include more stable video amplifiers and deflection generators. New circuits have been added to provide more adequate control of performance. Flexibility of monitoring has been enhanced by the use of improved tubes and the addition of calibration circuits. These and numerous other advances will be described.

A SYNCHRO-LITE POWERED 16 MM FILM PROJECTOR FOR TELEVISION

by R. E. Putnam and E. H. Lederer, Broadcast Studio Engineering Section, Electronics Division, General Electric Co.

A description of the GE synchro-lite projector using the modified Eastman Model #25 head, the method of obtaining power for operation of the head and the positive phasing of the projector with respect to the synchronizing generator is given. The mechanical features of the projector and light output converted into video signal will be discussed.

A METHOD FOR CONTROLLING AND IMPROVING VIDEO SIGNALS

by R. Betts, product engineering, TV Transmitter Division Allen B. DuMont Laboratories

The problem of taking a deteriorated network or local program signal and reconstructing it so that the transmitter output will be compatible with FCC requirements is discussed. Various problems are encountered such as the use of local sync pulses with a remote video signal, the desirability of improving the remote sync with respect to rise time and amplitude, the necessity of removing noise and overshoot which extend into the sync region and also the need for improving the low frequency characteristics of the video signal.

A unit is described which will solve the above problems, and in addition will remove additive hum voltages, maintain a constant sync output with varying inputs, and make available a remote sync signal for synchronizing studio or station equipment with the remote signal.

ENGINEERING RECEPTION
6-8 p.m.

TUESDAY, April 1
9:45 a.m.

A. James Ebel, engineering director, WMBD Peoria, presiding

DYNAMIC MEASUREMENT OF BASE AND CIRCUIT IMPEDANCES IN AN OPERATING DIRECTIONAL ARRAY

by Walter F. Kean, consulting engineer

Maintenance and adjustment of a directional array can be greatly aided by a simple if unorthodox measuring technique. Since in directional arrays the base impedance of a tower is a function of the amplitude and phase of the currents in all the towers, the coupling between them and the self-impedance of the tower, the impedance cannot be directly measured, and is seldom known in practice.

The use of a vacuum tube voltmeter and simple auxiliary equipment makes possible the measurement of the base and circuit impedances while the array is operating. Methods are developed for determining antenna resistance and reactance, and line termination impedance.

MECHANICAL AND ELECTRICAL DESIGN CONSIDERATIONS IN SPEECH INPUT SYSTEMS OF HIGHEST FIDELITY

by Norbert L. Jochem, chief audio frequency engineer, Gates Radio Co.

Mr. Jochem will present a paper and exhibit typical apparatus of a new series of high fidelity speech input equipment, featuring instantaneous exchangeability of the various amplifier and power supply units.

The electrical performance of this series of amplifiers is generally believed to exceed any previously designed. The inherent noise ratio characteristics approach or meet the theoretically possible limits. Considerations of shielding and practical extensions of frequency response and reduction of inherent distortion characteristics will be discussed.

This new system of amplifying apparatus enables a compactness of design generally desired and required by the ever increasing requirement of flexibility and extensions in television audio systems and additions to present systems with limited space facilities. A typical apparatus piece demonstrated will be a preamplifier chassis on which eight high gain preamplifiers may be mounted in the lateral confines of a standard rack cabinet, requiring a maximum height of seven inches.

The mechanical and electrical connecting and interchanging facilities of this line of equipment are believed to be of entirely new design.

NEW 5 KW AND 10 KW TRANSMITTERS

by L. K. Findley, broadcast development engineer, Collins Radio Co.

Up to date techniques, components and tubes combine to give

(Continued on page 112)

THE BRANHAM COMPANY

representing

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
KFWB	Los Angeles, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

offices

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

Agenda & Summaries

(Continued from page 111)

Collins an extremely effective 5/10 kw AM Broadcast Unit. Simplicity of circuit and operation, low cost of installation and maintenance are additional refreshing features to be discussed.

NEW AUDIO CONSOLES FOR AM-FM-TV

by John K. Hilliard, chief engineer, Altec Lansing Corp.

This paper will describe a new series of plug-in consoles, pre-amplifiers, line amplifiers, monitor amplifiers and remote pickup amplifiers that are designed for TV, FM, AM and recording facilities. The amplifiers incorporate a refinement of design which makes possible increased performance and at the same time materially reducing the size of the transformers.

The use of low noise miniature tubes, as well as smaller transformers and other components, makes possible overall dimensions of the amplifiers to a scale demanded by the large number of components required for television operation.

The consoles incorporate all of the necessary amplifiers, power supplies, relays and controls, so that external accessories are not required for its operation. The design permits user to easily regroup amplifiers and controls to fulfill the individual requirements of operation. Performance data on the equipment will be given.

TUESDAY LUNCHEON—

12:30 p.m.
Joint luncheon in Grand Ballroom
Speaker: Harold E. Fellows, president, NARTB
Special Feature: "The First 30 Years Are the Hardest."

AFTERNOON SESSION—

William B. Lodge, vice president in charge of engineering, CBS Television, presiding

LIGHTING FOR TELEVISION

a film produced by CBS Television. Producer, Paul Wittlig; director, Lela Swift

This is a 20-minute film in which the subject of "Lighting for Television" is discussed from the engineering, artistic and practical operating points of view by an engineer and two lighting directors. From an engineering standpoint, the film illustrates the part lighting plays in preventing picture defects such as halos, image orthicon ghosts, excessive noise or graininess, streaking, poor resolution and distortion of gray-scale tone values. On the artistic side, the use of effects lights is discussed both quantitatively and qualitatively. Also, suggestions are made for the exploitation of the scenic possibilities of lighting.

ON OCCASION of its 30th birthday [B•T, March 17], WIP Philadelphia found this photo of the original control room and transmitter used by the station when it took the air March 16, 1922. At rear right is the first 500 w transmitter and at left is the power supply fed from a series of wet-cell batteries. Home-made studio amplifiers and old-fashioned magnetic horn are shown in foreground. Announcer (seated, unidentified) aired copy from same room. A Longines pocket watch (not shown) was used in WIP's early days of broadcasting by engineers to clock times of all programs. (Although since retired, the watch still keeps accurate time and is part of WIP collection of early American radio broadcast equipment.) Today, WIP maintains a modern 5-kw transmitter in Bellmawr, N. J., while master control room and seven studios are housed on one floor of the Gimbel building in downtown Philadelphia.

RESEARCH IN BROAD BAND TRANSMISSION

by Dr. W. H. Doherty, director of research in Electrical Communication, Bell Telephone Laboratories

The growth of television and multiplex telephony, and the possibilities for other services requiring wide frequency bands, offer a continued challenge to communication engineers to devise improved methods of broad band transmission. In addition to engineering for current and impending needs, there is a broad research activity covering both the determination of preferred forms in which to transmit wide band signals and the study of new structures, such as wave guides, capable of propagating much wider frequency bands with low attenuation. This paper summarizes progress to date in these fields and discusses the role of new electron devices, including transistors, in future broad band communication systems.

CONSTRUCTION AND OPERATIONAL ECONOMICS OF TELEVISION BROADCASTING

by Robin Compton, associate, George C. Davis, radio and television consulting engineers

Television operation is, at best, a cumbersome process, and anything that can be done to streamline the operation should be a part of the construction planning of any station. There are a great many stations being planned at this time, and we should consider the many and various items which enter into any efficient, economical television operation.

That any one station's solutions to their particular problems will exactly fit the requirements of another installation is exceedingly unlikely, however, it is a starting point, and with this in mind, Mr. Compton will discuss many of the present installations and the planning background upon which they were built. This discussion will cover the entire television technical installation from the initial planning, including the site, the erection of the antenna support and the operating facilities. The elements included in the background of the planning of any particular operation will be enumerated.

A 35 KW TELEVISION AMPLIFIER FOR CHANNELS 2-6

by F. J. Bias, Broadcast Transmitter Engineering Section, General Electric Co.

The FCC has proposed a maximum ERP of 100 kw for channels 2 through 6. This ERP may be easily obtained by a combination of a three bay antenna and a transmitter rated 35 kw. The GE type TF-3-A Television Amplifier is designed to amplify the radio frequency output of existing 5 kw Channel 2-6 television transmitters to 35 kw. Some of the features of this new design are small floor space requirements, flexibility of station layout, single tube radio frequency amplifier and walk-in cubicle construction.

Floor space requirements are minimized by the use of a common power supply for the visual and aural amplifiers. Flexibility of station layout is achieved by a novel radio frequency input circuit which allows the use of any length of transmission line between the amplifiers and their respective drivers. External equipment may be located at a point remote from the

ONE ANNOUNCEMENT -- BETTENDORF AND DAVENPORT IN IOWA

TWO OUT-OF-TOWN CUSTOMERS ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

$2,450 in Sales

Davenport's Burkeholder Custom Kitchens has had schedule of advertising on WOC for 2½ years. Store owner J. K. Burkeholder knows this schedule builds sales volume. Has many specific instances proving this fact.

For example, in January '52, a Clinton, Iowa, man driving near Davenport on his way to Burlington, heard a Burkeholder announcement. Stopped in Davenport store; told them to get in touch with his wife about remodelling their kitchen.

Within week, Burkeholder had a $1,350 order from this Clinton family. *But more*, Clinton man's brother contacted Burkeholder; purchased a $1,100 custom-built steel kitchen. Result of one WOC announcement—$2,450 in sales. Said the Clinton man: "Credit WOC with this sale, for until I heard the announcement, I didn't know about the Burkeholder firm."

Proof that when you want sales volume in the Quint-Cities—nation's 71st retail market—*you want WOC*. Contact us direct, or your nearest F & P man.

Free & Peters, Inc.
Exclusive National Representatives

WOC
THE QUINT-CITIES AM - FM ALSO TV

Davenport, Iowa

Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

operating room.

THE PLANNING AND INSTALLATION OF THE FIRST TV STATION IN ARGENTINA

by M. Silver, division head, Television Division, and J. Valentine, assistant division head, Television Division, Federal Telecommunication Laboratories

This paper describes the installation of television station LR-3 TV, Buenos Aires, Argentina. The station, because of its tremendous coverage and 625-line picture quality, is considered one of the outstanding installations of the past year.

The equipment was purchased from the International Standard Electric Corp. and was manufactured by the Federal Telecommunication Laboratories. The transmitter operates on Channel 7 with an effective radiated power of 45 kw.

The facilities include 12 cameras, four film projectors, a new dual flying spot scanner, two mobile units, a 2000 mc studio to transmitter link, and a 7000 mc portable link. The talk will touch on the problems of training inexperienced personnel in technical and production techniques.

WEDNESDAY, April 2

9:45 a.m.

Raymond F. Guy, manager, radio and allocation engineering, NBC, presiding

HIGH GAIN LOOP ANTENNA FOR TELEVISION BROADCASTING

by A. G. Kandoian, head, Radio & Radar Components Division; R. A. Felsenheld, senior project engineer; W. Sichak, department head, Radio & Radar Components Division, Federal Telecommunication Laboratories

Triangular loop antennas for television broadcast have been described in the past where the maximum number of loops was eight. By solving certain electrical and structural problems this type of design has been extended to stacks of as many as 16 loops providing a power gain of more than sixteen. This paper will discuss various important characteristics of the antenna and associated transmission line and the notice filter type of diplexer. The discussion will include problems of close-in coverage in crowded areas. Operation and field test data on an installation in Buenos Aires, Argentina, of an eight loop array of this type will be presented.

SOME EXPERIMENTS WITH BEAM-TILTING TRANSMITTING ANTENNAS FOR ULTRA-HIGH-FREQUENCY BROADCASTING

by Dr. George Brown, research engineer, Radio Corp. of America

Extensive investigations of the phenomena of the propagation of ultra-high-frequency waves for television broadcasting have been carried out by RCA Laboratories during the past six years. The significant data obtained during these investigations will be reviewed.

The application of beam tilting to secure more effective coverage when high-grain transmitting antennas are used will be explained, with particular emphasis on the results obtained with an experimental 850-mc transmission in the Bridgeport, Conn., area.

The concept of sector coverage as opposed to area coverage, when a transmitter of moderate power is available, will be discussed.

ELECTRONICALLY CONTROLLED STUDIO LIGHTING SWITCHBOARD

by George Izenour, development engineer, Century Lighting Inc.

In an electronic intensity control system for studio lighting, the dimming and switching takes place in high current thyratron tubes which are assembled into a tube bank located in any remote convenient space. In the studio itself are a console with a preset panel attached, and a cross-connecting panel in which the studio load circuits are cross-connected with the control circuits.

Lines of dials on the present panel are pre-arranged by the operator to be actuated by him by means of cue buttons on the console. The operator also is enabled to set up in advance automatic proportional changes in intensity to take place at the pressing of a new cue button, in any desired interval from five seconds to ten minutes, and he can also control the fading or switching of any or all of the lighting loads manually.

A GREY SCALE GENERATOR

by G. Edward Hamilton, Eastern Division television engineering, ABC

Considering the gamut of measurement equipment and techniques, the over-all transfer characteristic is perhaps the most poorly defined and least appraised facet of the television system. Many distortions can obtain which result in white-detail saturation, black-detail compression, and sync degradation.

The Grey Scale Generator is a tool for producing a linear step function and combining it with blanking and synchronizing impulses in a manner such that a synthetic television signal results. Since the steps are linear a grey scale is available for measuring the transfer characteristic of the television system components including amplifiers, coaxial line links, transmitters, recording processes and film reproducing equipment.

Special test signals may be used instead of the step function so that the entire system performance may be evaluated.

WEDNESDAY LUNCHEON—

12:30 p.m.

Joint luncheon in Grand Ballroom
Speaker: Paul A. Walker, Chairman, FCC

AFTERNOON SESSION—

2:30 p.m.

SYMPOSIUM: ULTRA-HIGH FREQUENCY TELEVISION

Stuart Bailey, Jansky & Bailey, con-

(Continued on page 114)

Advertisement

From where I sit *by* Joe Marsh

Might As Well "Get In Key"

Last Tuesday Judge Cunningham wanted to go fishing. "Why aren't you working?" I asked.

Judge explained how his wife had gone on a trip, taken his keys by mistake—and now he couldn't get in the office. So we went fishing.

Next day, he wanted me to go again. I was surprised those keys hadn't shown up yet. "The little woman phoned to say she *mailed* them," the Judge explained. "They're now in the office, under the mail slot. I'd get 'em if I could just open that door." He grinned and picked up his fishing rod. "Great little woman, the wife. You can always count on her!"

From where I sit, we can use tolerance like the Judge shows for his wife's absent-mindedness . . . and she shows for his habit of lighting out for the fishing hole at every opportunity. He can't see why she likes tea, and she doesn't share his taste for a glass of beer. But they get along fine! Learning to respect other people's ways will "open the door" to happier living.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Why WFBR is BIG in Baltimore

This is the top morning show in the Baltimore area. It got that way by offering what listeners want . . . warmth and a friendly spirit in the morning, plus music, news, weather and birthdays judiciously sprinkled throughout.

The audience loyalty to this show is something to warm the cockles of a sponsor's heart.

Ask your John Blair man or contact any account executive of. . .

ABC BASIC NETWORK

WFBR

[illegible] WATTS IN BALTIMORE [illegible]

DEFENSE LAG

Hit by Senate Group

REARMAMENT planners are apathetic "to the great danger that confronts this nation" and lack of a "sense of urgency" has resulted in defense needs being sublimated to the civilian economy, a Senate subcommittee has charged.

This conclusion was drawn in the annual report filed by a Senate Armed Service Preparedness Investigating subcommittee headed by Sen. Lyndon Johnson (D-Tex.).

The report was another in a series by the group which has sharply criticized the current mobilization program and top government officials. It represents a contrast to previous findings by the Joint Committee on Defense Production, which also issued a report on vital materials.

"On every hand the slogan of mobilization planners appears to be: 'Don't disturb the civilian economy.' The resultant mobilization program is one which in almost every instance has adapted the needs of defense to the civilian economy instead of adapting the civilian economy to the needs of defense," the subcommittee charged.

"This lack of urgency" or apathy, the report said, is reflected also in the "failure" of government to bring "the engineering, the operating, the production men" to Washington. The subcommittee complained that "far too many production jobs are filled by men lacking experience instead of by men who cut their teeth on a production line."

The report also noted its previous finding that deliveries of major weapons, including electronic equipment, had "fallen considerably behind schedule" and cited apparent reasons for the production lag.

In commenting on the report, Sen. Johnson said: "We feel that this question is of such transcendant importance that the committee is giving the highest priority to investigations of the bottlenecks which have impeded the output of fighting equipment."

Defense Mobilizer Charles E. Wilson expressed himself "much disturbed" over these and similar criticisms. "The critics completely have failed to take into consideration the overall magnitude of the job that was forced upon the military on such short notice."

Citing long lead time of most critical items and changes in design and development, Mr. Wilson felt "we have made very substantial and outstanding progress in the overall defense job in recent months." His remarks were outlined in a speech before the American Society of Tool Engineers in Chicago March 20.

Agenda & Summaries

(Continued from page 113)

sulting radio and television engineers, presiding

Panel:

Ralph N. Harmon, engineering manager, Westinghouse Radio Stations Inc.

James McNary, consulting radio and television engineer

John Battison, director of education, National Radio Institute

John E. Young, manager, transmitter engineering, Radio Corp. of America

Harold Towlson, section engineer, Broadcast Transmitter Engineering Section, Commercial & Government Dept., General Electric Co.

Robert P. Wakeman, research engineer, Allen B. DuMont Labs.

Kenneth A. Norton, assistant chief, Radio Division, National Bureau of Standards

4 p.m.

SYMPOSIUM: SMALL TELEVISION OPERATIONS

Col. John H. DeWitt, president, WSM-AM-TV Nashville, presiding

Panel:

Frank P. Bremer, vice president, engineering, WATV (TV) Newark, N. J.

Nevin Straut, technical director, WJAC-TV Johnstown, Pa.

R. A. Isberg, electronics systems consultant

J. E. Mathiot, technical director, WGAL-TV Lancaster, Pa.

CONVENTION BANQUET — Grand Ballroom

7 p.m.

ENGINEER PIRATING

OSS Sends Investigators

PIRATING and job-hopping in the engineering field is said to have become so wide-spread that the Office of Salary Stabilization has sent investigators to a dozen cities to inspect hiring practices of certain firms. The cities are Boston, New York, Philadelphia, Baltimore, Cleveland, Detroit, Cincinnati, Chicago, St. Louis, Dallas, Los Angeles and San Francisco.

Joseph D. Cooper, executive director of the office, explained that "according to the information reaching us the entire defense program continues to be impaired." Early studies, he said, indicate a serious problem in the aircraft industry.

"This industry," Mr. Cooper explained, "is expanding rapidly due to defense demands. There is a great shortage of engineers in the field. Therefore, the tendency toward piracy and job-hopping is pronounced."

KMOX Business Up

RECORD business for KMOX St. Louis was announced last week. John L. Akerman, manager of the CBS Radio station, said the operation "not only enjoyed the highest daytime ratings in [its] 27 year history . . . but that the first quarter radio sales for the St. Louis outlet exceeded any other first quarter."

RESULT: NARTB

It All Started in '23

"IN THE beginning" a small handful of broadcasters got together, aired mutual problems and decided that it was time to lay the ground work for a trade association to fight industry's battles. The urgency of a regulatory commission at government level also was thrashed out.

That was the meeting that spearheaded the foundation of the National Assn. of Broadcasters and created a demand for setting up of the Federal Radio Commission. It was held in 1923.

This epic session is recalled in a six-page booklet, *In the Beginning*, compiled by William S. Hedges, NBC vice president and fourth president of NAB, and earmarked for distribution to the trade this week concurrent with the 30th annual NARTB convention.

Mr. Hedges recalls that meeting and early broadcasters—Comdr. E. F. McDonald Jr., Elliott Jenkins, Thorne Donnelly, Powell Crosley Jr., John Shepard III and Dr. Frank W. Elliott.

The problems: Stations sharing time, ASCAP and the need for recognition of broadcasting as distinct from ship-to-shore and other communications. Site: studios of WDAP (now WGN) Chicago at the Drake Hotel.

First convention was held in the fall of 1923 and Paul Klugh was named first managing director. At that time this handful of broadcasters couldn't envision the day of over one million radio receivers. In concluding, Mr. Hedges (then with WMAQ Chicago) notes the call that led to the formation of NAB and the need for "its strengthening and continuation as an instrument of good for the industry and the public."

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

HAT BY JOHN CARTER

TOP COVERAGE

. . . to start Western women talking—*and buying!*

Most sales start at home, and NBC Pacific Coast Network carries your sales messages into more Western homes for less money than any other radio network or advertising medium!

The housewife is directly or indirectly responsible for the buying of nearly every kind of goods or services.

And in Western homes, radio is king! Yes, 98% of all homes on the Pacific Coast have radios . . . and NBC Pacific Coast Network reaches 83.5% of these homes.

No other radio network can claim such complete coverage of this important market.

With retail sales in Oregon, Washington and California running 253.6% ahead of 1940, and estimated to top 16 *billions* of dollars this year, you can't afford to miss the sales impact only NBC Pacific Coast Network can deliver. For complete details consult your nearest NBC Sales Office today.

WESTERN NETWORK • NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

Executive Staff

(Continued from page 46)

from Boston U. where he attended law school and lectured on industrial relations and personnel management. In the 1945-47 period he was field examiner for the National Labor Relations Board in Pittsburgh and before that did personnel management and industrial relations work for RCA. He is a graduate of the Harvard Graduate School of Business.

* * *

THAD H. BROWN JR.

THE obvious choice when NARTB was scanning the field for a man to direct its new TV operation, set up last spring, was the spark-plug of Television Broadcasters Assn., which NARTB absorbed. Thad Brown was the selection, for he had been TBA counsel.

His first chore at NARTB, as acting TV manager, was to set up the TV operation. He did the job so well that the board named him director of TV. All along he has been breaking new ground for NARTB. He's breaking it well, judging by the present association roll call of 80-plus stations out of 108 on the air, and all four TV networks.

A Princeton U. and Harvard Law School graduate and son of the late Thad Brown, an FCC Commissioner in the '30s, Thad Brown Jr. is entering the largest assignment of his career—direction of NARTB's video operation under terms of the new TV code effective March 1.

Mr. BROWN

* * *

JOHN H. SMITH JR.

ONE of FM's major needs for many years has been promotion—nationwide and industrywide boosting that will help bring to the medium the popularity it deserves. In recent months FM has been getting that very type of promotion through the test campaigns in North Carolina, Wisconsin and District of Columbia. The man in charge is John Smith, a promoter of extensive experience and talents.

President Harold E. Fellows found Mr. Smith at the Bureau of National Affairs in Washington and picked him with the winter promotional drives in mind. The new FM Dept. director took office Oct. 1. He has worked closely with Ben Strouse, chairman of NARTB's FM Committee, and also with Radio-Television Mfrs. Assn. in making the public FM-minded. The traditional bickering between NARTB and RTMA over the relatively small output of FM radio receivers has vanished. Now both associations are cooperating to increase listening, stimulate set sales and help station business.

Mr. SMITH

* * *

RALPH W. HARDY

THE title is broad—"Director of Government Relations"—and Ralph Hardy carries out its obvious significance by ranging a beat that reaches from the White House to the private offices of legislators. Mr. Hardy has been with the association since September, 1949, when he was named to direct the Audio Division that was set up at that time under board mandate.

When the divisional system was abandoned a year later Mr. Hardy moved into government relations and registered with Congress as a lobbyist. As missionary to Capitol Hill he has made it a point to sit down with legislators, one at a time, and explain some of the facts of broadcasting and television life to them. They, in turn, have relished the talks and have voiced their appreciation.

Mr. HARDY

Mr. Hardy got his NARTB baptism as chairman of the educational standards committee, representing KSL Salt Lake City. He was assistant manager of KSL when he went to the association. Incidentally, he's a bishop in the Mormon church.

* * *

NEAL McNAUGHTEN

THE ENGINEERING side of NARTB's activities centers around Neal McNaughten, who has three decades of technical experience behind him. Neal encountered his first electrons in a radio repair shop during the '20s while attending public school in Pueblo, Col., and he still gets itchy digits every time he gets near a soldering iron. He worked around KGHF Pueblo, too, after school, learning about broadcast stations from the ground up as well as down while helping put the new station on the air.

Mr. McNAUGHTEN

He left Colorado, where he had attended Colorado U., in 1933, to join KRGV Harlingen, Tex., staying there until 1940 when he joined the FCC. During the war he worked on many key electronic projects. The post-war period found him a center figure in frequency allocations, including a number of trips to international conferences. He went to NARTB in 1948 as assistant engineering director, becoming director in mid-1949.

* * *

WILLIAM T. STUBBLEFIELD
WILLIAM K. TREYNOR

MEMBERSHIP selling and member service contacts are handled by NARTB's two-man station relations department, with William T. Stubblefield as director and Wil

SANDWICH YOUR SPOTS!

CBS-WBNS Combination Is Tops On Listeners' Menu!

From sign-on to sign-off, WBNS whips up a steady diet of good listening entertainment. By combining CBS programming and local personalities with tremendous Ohio appeal, WBNS gives Central-Ohio listeners the 20 top-rated programs. Your spot announcements sandwiched between these top-rated shows are heard on WBNS because your audience stays tuned program after program.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

Mr. TREYNOR

Mr. CHURCH

Mr. WASILEWSKI

liam K. Treynor as assistant director.

Mr. Stubblefield took over his job last Dec, 1. NARTB got him from Associated Program Service where he had built up a fine record trekking all over the nation. He entered radio at KONO San Antonio in 1939 as an announcer. After the war he was a station management consultant and later was with Capitol Records.

Mr. Treynor has been signing new members in considerable quantities since he joined NARTB in December, 1950 and he has been doing it the hard way—motoring from county to county all the way from Minnesota to Florida. He entered radio in 1939 at WOL Washington, joining the Marines in 1942 and becoming a combat pilot with a night fighter unit. He rejoined WOL after the war, moving to WOIC (TV) as account executive.

* * *

RICHARD M. ALLERTON

PRESIDING over NARTB's Research Dept., with all its marketing and statistical operations, is Richard M. Allerton, who has spent many years with New York agency and marketing organizations. A few weeks ago he stepped into the job formerly held by Dr. Kenneth H. Baker, who left last summer to form Standard Audit & Measurement Service.

First major radio project in Mr. Allerton's career came in 1944 when he joined Crossley Inc. as radio research director. After two years at this organization he moved to Free & Peters, station representative, as director of marketing and radio research. Agency connections include Abbott Kimball Co. and William Esty & Co.

Mr. Allerton is a graduate of Union College, Schenectady, and was a Wall St. bond salesman until 1937 when he got into market research. During the war he was a management consultant to the Quartermaster Corps, War Dept.,

Mr. ALLERTON

acquiring an intimate acquaintance with the intricacies of government and military procedure.

* * *

VINCENT T. WASILEWSKI
ABIAH A. CHURCH

A HEAVY share of NARTB's legal load—and it's really a fast-shifting cargo—is carried by these two young attorneys. They serve under Judge Justin Miller, whose title, chairman of the board and general counsel, places him in a dual role.

Mr. Wasilewski joined the old NAB in the fall of 1949, shortly after receiving the degree of Doctor of Jurisprudence at U. of Illinois. He entered U. of Illinois in 1940 but his school career was interrupted several years by service in the Army Air Force. He has made frequent appearances before FCC and Congressional hearings on behalf of NARTB.

Mr. Church has been at NARTB since last August, having been with the U. S. Court of Claims. He is a native of Florida, moving to Washington in 1940. He was in government employ over a decade, aside from a three-year stretch in the Coast Guard. He received a B. S. degree from George Washington U. in 1948.

* * *

OSCAR ELDER
JO WHITTENBURG

PRODUCTION of publications and press releases in NARTB's Public Affairs Dept., under Director Robert K. Richards, are handled by Oscar Elder, assistant director, and Jo Whittenburg, special assistant.

Mr. Elder has been on the job a year-and-a-half, coming to NARTB from the public relations and newspaper fields in the Nation's Capital. On Washington newspapers he specialized in sports. He is a native of Florida and a graduate of U. of Florida. His first journalistic job was on the *Florida Times-Union*, Jacksonville.

Mrs. Whittenburg is a Texan, as everyone at NARTB quickly discovered when she joined the association last fall. She was born in Dublin, Texas, and educated at Hillsboro. During the war she was

(Continued on page 118)

"The Yanks are coming" over WINS—starting with the Spring games. WINS travels with the team!
That puts this station in the spotlight as the best spot buy—or any buy!
Let WINS go to bat for you, through spots or programs.
Whatever you have to sell, you can sell *more* at *lower* cost
We'll be glad to give you the facts, and the figures.

Buy WINS... it Sells!

Call your WINS representative ... see him when he calls!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

REACHES 93,217 RADIO FAMILIES WEOK POUGHKEEPSIE
REPRESENTED BY EVERETT McKINNEY, INC.

Only ONE Station DOMINATES This *Rich, Growing* MARKET With 1951 BANK RESOURCES of $378,621,741.69

A 10-year gain of 141%

WSJS
The Journal-Sentinel Station
AM-FM
WINSTON-SALEM

Mrs. WHITTENBURG

Mr. ELDER

* * *

Executive Staff

(Continued from page 117)

a Wave—petty officer, 2d class. After the war she joined the editorial staff of BROADCASTING • TELECASTING. She is a graduate of American U., with a BS degree in communications.

* * *

WILLIAM L. WALKER JR.

THE MAN in the back room, who keeps stacks of invoices in neat piles and rows of figures in precise columns, makes an annual foray out of seclusion into the NARTB convention registration booth. As NARTB auditor, William L. Walker Jr. helps Secretary-Treasurer C. E. Arney Jr. handle the million financial details that pop up at the industry's annual meeting.

Mr. Walker was born in Akron in 1921, moving to Virginia in 1934. He is a graduate of Strayer Business College. Professional career started with Potts & Callahan Contracting Co. as paymaster and purchasing agent. His 1942-45 tour with the Air Force included 21 months foreign service. His first radio experience came in the Army airways communications system, including a San Francisco station that handled all military traffic for the Pacific area.

After the war he returned to Potts & Callahan, working on many major construction projects until joining the old NAB in 1948. He is a member of the American Legion, Veterans of Foreign Wars and Masonic order.

* * *

ARTHUR C. STRINGER

THE final authority on radio equipment expositions is Arthur Stringer, who is one of the older hands at the business. As usual he is staging the NARTB equipment exhibit during the convention, no light task in view of the fact that is one of the nation's major industrial shows. He is serving on a consulting basis.

Back in the late '20s and early '30s Mr. Stringer was a key figure in the annual Radio World's Fair staged at Madison Square Garden, New York, as a joint promotion of manufacturers, broadcasters and jobbers.

Mr. Stringer was educated at U. of Michigan and U. of Chicago, starting business at the *Chicago Tribune* where he was in the advertising department five years. He has been a public relations and business consultant and for a decade was an NARTB department head.

* * *

HOWARD H. BELL

ONE of the livelier spots at NARTB headquarters is the second floor, where the Television division is located. Much of this TV activity centers around Howard Bell, assistant director of television under Director Thad Brown.

Mr. Bell joined NARTB about the time the board was giving its final approval to the Television Code. He has had a good share of the basic work involved in making an operating reality out of the document.

Born in New York in 1926, Mr. Bell was educated in public schools there and was graduated from the U. of Missouri School of Journalism. He had his first radio experience at KFRU Columbia while studying journalism. He spent 2½ years in the Navy. Before joining NARTB he had been promotion manager of the *Washington Evening Star* stations—WMAL-AM-FM-TV and was an instructor in sales promotion at American U.

* * *

CAMPBELL TO WILD

Appointed General Manager

DON D. CAMPBELL, WBRC-AM-TV Birmingham, Ala., sales manager for 17 years, has been made general manager of WILD that city, it has been announced.

Mr. Campbell

WILD, formerly WTNB Birmingham, is constructing a new 5-kw transmitter on 850 kc. It is the MBS outlet there.

Along with the increase in power and change of frequency, WILD, licensed to Pilot Broadcasting Co., is planning new modern studios.

FCC has approved the transfer of stock to George A. Mattison Jr., a prominent Birmingham business man, with the remainder of the stock held by Roy Hofheinz, owner and operator of KTHT Houston and KSOX Harlingen, Tex.

RADIO night of Los Angeles Adv. Women ad orientation course, Monday (March 24), was conducted by Helen Murray Hall, supervisor of advertising and promotion NBC Western Division; Robert J. McAndrews, commercial manager KBIG Avalon, Calif.; Wilder Wylie, manager of commercials department, Young & Rubicam, Hollywood, and Arnold Marquis, president, Arnold Marquis Productions, Hollywood, radio-TV program packager.

Mr. WALKER

Mr. STRINGER

KLIX
IS KLICKIN'

On Exhibit in Chicago

(Continued from page 42)

microphone booms, lighting control equipment and remote controls.

Attending the convention are E. F. Kook, president; Charles Shevlin, sales; George Izenour, engineering; Arthur Menkin, engineering, and Earl Koehler, sales.

COLLINS RADIO CO.

LATEST designs in 5-10 kw transmitters and broadcast speech equipment are on display in Exposition Hall. The new 21E-M 5-10 kw AM broadcast transmitter is shown for the first time. It is the newest addition to the line and completes the re-design of Collins AM broadcast transmitters ranging from 250 w to 10 kw.

New features emphasized in the 21E-M are simplified circuits; low-cost RF and audio amplifier tubes; new crystal and oscillator design incorporating low-temperature coefficient crystals eliminating heat controls; low power consumption, and low initial and maintenance cost.

Collins will show latest model studio consoles, speech amplifiers, remote equipment and accessories. Attending the convention are R. H. Hollister, broadcast sales manager, and the following from the Cedar Rapids headquarters and field offices: T. B. Moseley, T. W. Sharpe, J. D. Phelan, W. J. McGuckin, J. F. Stanbery, H. O. Olson, J. L. Singleton, L. K. Findley, J. Hollis, T. E. McConnell and R. Sublett.

CONTINENTAL ELECTRONICS MFG. CO.

THREE types of Continental broadcast transmitters are on display in the company's exhibition hall booth—315 5 kw, 314-2 1 kw and 312 250 w, all AM types. M. W. Witty, general manager, and Mark W. Bullock, chief design engineer, head the delegation.

Model 315 is designed for regional stations and is said to have very stable high-efficiency power amplifier adapted to directional operation by use of added circuitry and equipment described as exclusive to Continental. An induction type automatic voltage regulator with electronic control is included to permit regulation of line voltage over a wide range of variation. Transview glass-door housing is used.

Model 314-2 is a new model with high-level modulated unit of simplified style. Sheet aluminum cabinet is built without a frame, cabinet members also serving as vertical panels for mounting of components. This is said to improve cooling and give better accessibility. Automatic voltage regulation is provided, along with variable auto-transformer in main rectifier circuit.

The 312 250 w transmitter has linear RF power amplifier low-level modulated along with high-quality audio amplifier, keeping distortion extremely low, the company explains. Electrical design is simple, with only two tuning controls required. Like other larger models in the Continental line it contains transview glass door.

ALLEN B. DuMONT LABORATORIES

A FULLY-EQUIPPED television station is set up and operating in the exhibition hall booth, with all installations from transmitter to cameras and including a studio, control room, film projection room, transmitter room and client's booth.

The DuMont Transmitter Division's exhibit centers around the way equipment is designed for low-cost economy operation plus adequate expansion possibilities without obsolescence of original equipment.

Highlight is the new UHF Klystron tube used in the new 5 kw UHF transmitter. UHF receivers and converters are displayed, along with a diplexer. The TV studio includes two complete image-orthicon camera chains, one mounted on the new DuMont mobile dolly. A complete film chain is found in the projection room, with two 16 mm projectors and one multiplexer.

Six 17-inch monitors of several console-mounted types are in the studio control room. A video-audio-control console has complete audio and video switching and mixing facilties. In the transmitter room is a complete 5 kw VHF "Oak" air-cooled transmitter and console. A typical client's booth is provided for consultation with DuMont representatives. These include H. E. Taylor Jr., transmitter division manager; R. E. Kessler, assistant division manager; J. B. Tharpe, national sales manager; R. D. Chipp, director of engineering for DuMont TV Network. District managers include L. E. Pett, H. Bloomberg, L. C. Radford; Sales—J. Morrisey, R. J. Myers, B. J. Klindworth, W. G. O'Brien, G. Scott, E. Wald.

Sales engineering—C. E. Spicer, sales engineering manager, and T. W. Kirksey, J. P. Gallagher, H. Del Muro and C. Grace. Engineering representatives are G. Gregory, engineering manager, and L. Voorhees and R. Betts. Others are S. Helt, professional relations director; R. S. Windt, public relations; G. Kay, industrial relations; F. Newman, advertising manager; J. Ruiter, technical advertising manager.

FEDERAL TELECOMMUNICATION LABS.

DISPLAY of Federal's complete line of television station equipment is on display in Exhibition Hall. The joint display with Graybar Electric Co., newly named distributor, is based on the "completeness" theme. From camera to antenna, the display stresses installations based on successful FTL equipped stations throughout North and South America.

An entire camera chain is in operation along with studio video units and the Federal 5-kw VHF transmitter, including master control console. Other items are the latest film projectors, flying spot scanner and new binary counter sync generator, as well as distribution amplifiers and power supplies.

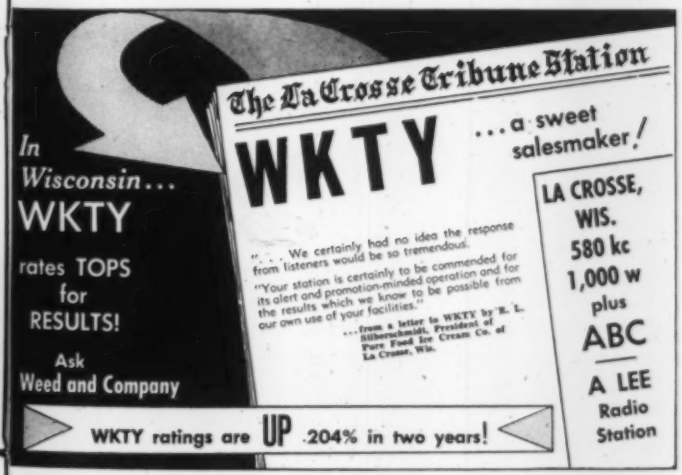
Eye-catcher is 10-ft. section of Federal's triangular loop TV antenna. It is designed for high-band VHF channels and based on a new concept of antenna construction. Features claimed are high gain, low weight and low cost. Federal's equipment provides for additional programming facilities, increased power output and entire station growth.

FTL-Graybar planned the exhibit to show the importance of a single source for complete station equipment.

GATES RADIO CO.

SEVERAL major speech input equipment items now being manufactured for radio and television installations are on display by Gates Radio Co. These include two complete console systems and a special preset program dispatching and switching facility similar to

(Continued on page 120)


In Wisconsin...
WKTY
rates TOPS for RESULTS!
Ask Weed and Company
The La Crosse Tribune Station
WKTY
...a sweet salesmaker!
"... We certainly had no idea the response from listeners would be so tremendous.
"Your station is certainly to be commended for its alert and promotion-minded operation and for the results which we know to be possible from our own use of your facilities."
...from a letter to WKTY by R. L. Silberschmidt, President of Pure Food Ice Cream Co. of La Crosse, Wis.
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE Radio Station
WKTY ratings are UP 204% in two years!

WSAZ

with the

MOST LISTENERS

(Hooper, 1951)

SERVES THE

METROPOLITAN AREA

WITH THE

BIGGEST DRUG SALES PER CAPITA

(SALES MANAGEMENT, 1951)

in

WEST VIRGINIA

- 930 KC
- 5000 WATTS DAY
- 1000 WATTS NITE

NATIONAL REPRESENTATIVE

THE

BRANHAM

COMPANY

WSAZ

Huntington, West Virginia

On Exhibit in Chicago

(Continued from page 119)

that used on several major studios.

Two AM radio transmitters are shown and a special 250 w FM relay transmitter used for STL service.

Attending for Gates are Francis Wentura, chief engineer in charge of the display; Norbert L. Jochem, chief audio frequency engineer, who is presenting a paper at the Engineering Conference on aspects of speech input equipment design; P. S. Gates, president; Fred O. Grimwood, vice president, and these sales representatives: Wayne Marcy, Houston; Stanley Whitman, Waterloo, Ia.; Kenneth Neubrecht, Detroit, and Robert M. Ware, of the Quincy office.

GENERAL ELECTRIC CO.

LATEST television equipment of General Electric Co., commemorating the company's 25th year of TV progress, is shown in a setting of murals depicting scenes and equipment typifying the quarter-century.

In a typical transmitter room setup, the UHF transmitter with associated control console, demodulator and monitoring receivers, is in operation. A full scale model of the helical antenna and the 12 kw Klystron tube are available for inspection. A graphic presentation covers transmitter output, antenna gain and effective radiated power for both VHF and UHF bands.

Complete studio includes live cameras. The film camera channel embodies new features said to afford a better picture and smoother operation. Signal source is the new 16mm Synchrolite projector and slide projector. A 12-inch picture monitor, accompanying the image orthicon studio camera channel and film camera channel, displays horizontal and vertical wave forms simultaneously.

The completely slaved system is said to permit a high degree of perfection in program continuity. A new audio console utilizing key switches and plug-in type amplifiers, together with a new portable amplifier, will be on display. Rack mounted units are set up for demonstration.

Included in GE personnel at the convention are P. L. Chamberlain, F. P. Barnes, R. S. Yeandle, A. F. Wild, W. G. Broughton, C. J. Simon, J. W. I. Cody, J. M. Comer Jr., J. Wall, T. F. Bost Jr., L. H. Naum, W. R. Chapin, J. H. Douglas, H. W. Granberry, C. T. Haist Jr., F. R. Walker, J. H. Painter.

GENERAL PRECISION LABORATORY

FEATURING the convention exhibit is a TV camera with remote controls for push-button lens change, focus, and pan and tilt. This exclusive image orthicon camera was produced for use in unusual locations or sites inaccessible to camera crews.

The actual controls for remote operation are placed in a compact unit, 28x10x5 inches, permitting an operator to hold it while sitting or standing. The GPL camera features separate light indicators for each of the four lenses, plus a fifth light to indicate on-off operation. Iris adjustment is from the CCU, as on all standard models of GPL's camera chain.

Portable switcher for either field or television use is on display as well as a 2-3 pulldown projector. Representatives at the convention include Blair Foulds, Frank N. Gillette, E. Arthur Hungerford Jr., Louis L. Pourciau, John Sims, N. M. Marshall, Joseph W. Belcer and Edward Palmquist.

GRAYBAR ELECTRIC CO.

THE convention exhibit of Graybar Electric Co. includes displays on behalf of the manufacturers represented by the company. These are Federal Telecommunication Labs., Altec-Lansing Corp., Continental Electronics Mfg. Co. and Blaw-Knox Div. of Blaw-Knox Co.

Graybar became national distributor for Federal Telecommunication TV broadcasting equipment in mid-March. The agreement covers the complete line of Federal TV transmitting and studio equipment including transmitters, auxiliary equipment, antennas, cameras, TV film projectors, all studio equipment, mobile units and microwave links.

For many years Graybar has been a major distributor of AM and FM as well as non-broadcast electronic equipment along with electrical supplies and appliances. It offers the full range of equipment needed for a TV station.

Other lines handled by Graybar include towers, transmission lines, audio equipment and studio lighting. It maintains 108 principal distribution centers throughout the nation.

KLIEGL BROS.

FIRST showing of a new Rotolector (rotary selector switch) control board is high spot of the Kliegl display. The Rotolector operates with both the autotransformer and electronic type console switchboards. It is described as revolutionary in design, operating from a three-phase four-wire design system.

Switchboards are wired up to and operating the complete lighting and wiring systems used by NBC-TV, ABC-TV, WOR-TV and others. They are described as providing quick installation and low initial cost, and operating flexibility, thus assuring proper base, background and artistic lighting regardless of scene to be televised. All floor cables are eliminated.

Kliegl Bros. will provide expanded studio planning assistance for architects and engineers. Representatives at the NARTB convention exhibit are George Gill, Robert A. Langer, John Higgins and Arch Monson.

NARTB STATION RELATIONS DEPT.

IN ADDITION to maintaining an "exhibition booth," the NARTB Station Relations Dept. is offering the use of "centralized service" to those attending the convention.

Located adjacent to registration booth in the Exhibition Hall, Station Relations will provide complete charts showing the immediate location of all NARTB staff personnel, NARTB district directors and the officers from the various state associations who are in attendance. All this information will also be available through the hotel switchboard by simply asking the operator for "Station Relations."

Individual members desiring to meet with an NARTB director may arrange for a definite meeting time and place by contacting William T. Stubblefield, station relations director; William K. Treynor, assistant director, or Helen Fruth at the booth.

Reviewing the broad scope of current NARTB activities and services, a brochure entitled "Proof Copy" will be distributed. A complete display of all recent NARTB service material will be provided and members desiring extra copies are invited to place their orders. Special NARTB information-and-service-sample kits have been prepared for non-member broadcasters who may visit the convention. Station Relation has adopted the slogan: "Let us serve you" and invites those attending to bring all questions relative to the convention or the association to the department.

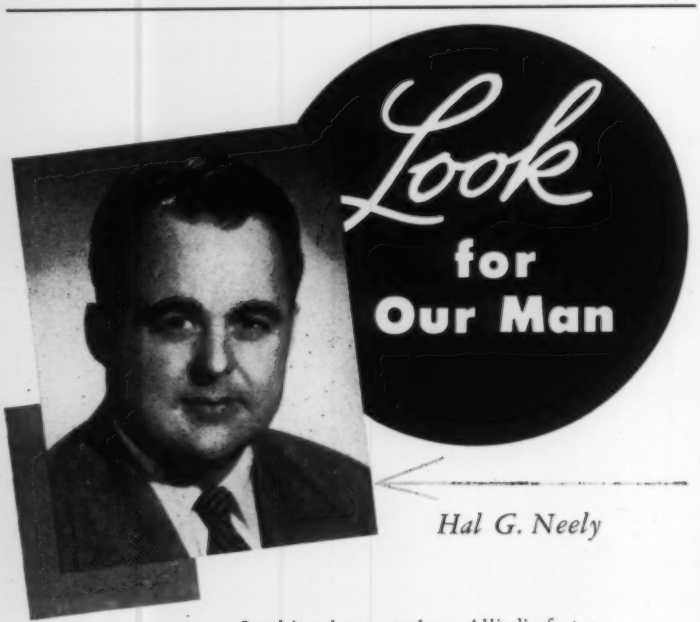
RCA RECORDED PROGRAM SERVICES

THEME of the RCA Recorded Program Services exhibit is "Thesaurus—your 'steak' in programming," based on a real live 4-H steer, tieing in with the program library display in Room 512 of the Conrad Hilton. Programs featured are a new commercial package, *The Freddy Martin Show*, and a big-name series, *Date in Hollywood*.

The "Thesaurus 512 Key Club" will offer memberships, a gimmick that RCA used in 1950 and 1951. Incentive to join the club will be two home freezers packed with steaks and other choice meat cuts. Lucky membership-card numbers will be drawn in Room 512 Monday and Tuesday, 5-6 p.m. Keys to Room 512 were mailed in advance to broadcasters. Take-home novelties include Mexican valeras.

Models pushing super-market baskets reading "ready for Freddy" distribute keys to Room 512. The

(Continued on page 122)



Hal G. Neely

Let him show you how Allied's faster, dependable, complete processing and pressing service will flawlessly reproduce your transcriptions — and on time.

At the convention — look for Mr. Neely at the Conrad Hilton Hotel.

ALLIED RECORD
MANUFACTURING COMPANY
18 years of record service

Hollywood, California
1041 N. Las Palmas

New York City, New York
619 West 54th Street

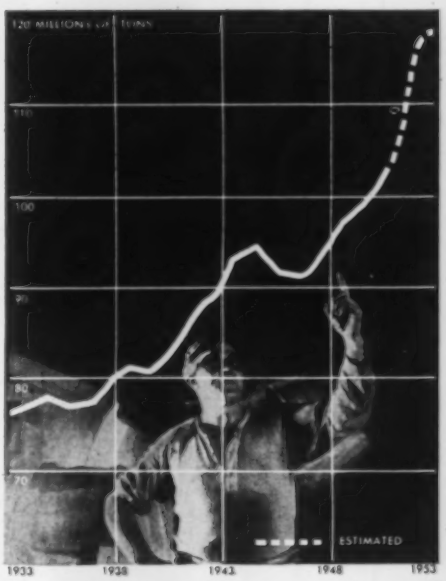
STEEL CAPACITY 108½ MILLION TONS...AND STILL GOING UP

1. **NEARLY 6 MONTHS** have passed since our last advertisement reporting on the growing steel industry. There are more than 250 companies in the steel industry. Most of them are expanding. Here are some of the facts on their progress:

2. **IN A BIG** industry, like steel, the problems of speeding up are big, too. Here's how one company solved the puzzle of keeping old blast furnace going while building a replacement. New furnace, at right, is *on wheels*, ready to be *rolled into place* as soon as old furnace is torn down.

3. **GETTING READY** for cold-weather pouring of concrete on another steel mill expansion. Work goes on everywhere in a race for the 120 million ton goal.

5. **TOTAL CAPACITY** of the steel companies as you read this, is about 108.5 million tons. It was 104 million tons a year ago. By this time next year we will be approaching 120 million tons. The steel companies will keep on growing as long as America needs more steel, and the companies have money to buy new equipment . . . If you want full details on the progress of the expansion programs of the steel companies, write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York. Ask for reprint from Steelways Magazine, "Growth of A Giant".



4. **STEELWORKER**, signaling to craneman, symbolizes this chart of constant expansion of American steel companies, big and little. Growth, in our country, is a result of competing companies struggling to serve their customers.

The Register Contains
- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

Once you're pressed for time and need *RIGHT ANSWERS* in a hurry—you'll be a steady subscriber to the STANDARD ADVERTISING REGISTER.

For STANDARD tells you *who* makes it—where it's advertised—how much is spent for advertising plus the names of the corporate officers and the advertising agency handling the account. And you get this important information on the 14,000 companies who spend 95c out of every national advertising dollar!

Why wait? Learn what the STANDARD ADVERTISING REGISTER will do for you. Write for full facts today!

THE AGENCY LIST

Standard source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.

130 West 42nd Street, New York 36, N. Y. — 333 N. Michigan Avenue, Chicago 1, Illinois

On Exhibit in Chicago

(Continued from page 120)

Hereford steer and freezers are displayed in the exhibit hall. Personnel at the convention includes Al Sambrook, Jim Davis, Bert Wood, Ben Rosner, Bill Reilly, Bill Gartland, Al Hindle, Henry Gillespie, Gregory Reeser, George Field, Bob Fender and Geoffrey Bennett.

RCA VICTOR DIVISION
Engineering Products Dept.

THREE sections are featured in the RCA convention booth: Complete line of UHF and VHF transmission equipment; basic buy equipment featuring small station setup based on 2 kw VHF transmitter, announce booth and film projection room; new cameras and studio equipment.

The first section includes a 1 kw UHF cavity, UHF home receivers and converters, 10 kw VHF cavity, UHF slot antenna, new transmission line, diplexers, sideband filters and associated equipment for UHF and VHF, 250 w and 5 kw AM broadcast transmitter and new 1 kw AM transmitter.

In the second section are 2 kw VHF TV transmitter with audio-video rack equipment, sideband filter, 15 kw RF load-watt meter, five-section video-audio control console with two 70-D turntables, studio camera chain, announce booth with new BK-1A microphone, star-maker TV microphone, wall-mount speaker and film projection room with two new 16mm TV projectors, new automatic slide projector, new TV utility monitor, TP-9B film multiplexer.

At the booth entrance are new field and studio TV cameras, with three operating. One revolves to show construction and one is unfolded for inspection. A mockup shows the coming new TP-6A professional type 16 mm TV projector.

Third section includes new portable TV projector on tripod, field TV equipment on two-desk sections, two camera controls, master monitors and field switchers. All this equipment is new. A new field camera, TL-20C, is shown with two new fine-groove turntables. New BCM-1A mixer and transmission line are displayed as well as LC-1A loudspeaker, BR-84 rack, 44-BK microphone, BC-2B console and associated switching equipment.

Considered the "star performer" is the new TV camera, serving for field or studio use. It is designated TK-11A for studio use and comes with new studio camera control and new TM-6A camera monitor. As a field camera it is designated TK-31A. Advantages claimed are new view-finder with 7-inch kinescope, better yoke design, video amplifier with adjustable blanking, better circuity and design, improved components, extremely rugged construction. Second to it is the new TK-20C film TV camera.

A new packaged equipment combination is designed to help stations get on the air with UHF programs soon after FCC grants permit in the band.

Attending the convention from the RCA Sales Division of Victor Engineering Products Dept. will be: T. A. Smith, A. R. Hopkins, J. P. Taylor, C. M. Lewis, E. C. Tracy, L. W. Haessler, E. T. Griffith, J. M. Barclay, E. S. Clammer, W. G. Eberhart, E. Frost, J. E. Hill, J. W. Hillegas, A. Josephsen, J. H. Keachie, F. D. Meadows, D. S. Newborg, R. J. Newman, J. L. Nickels, J. F. Palmquist, W. B. Varnum, P. G. Walters Jr., W. D. Wenger, Barton Kreuzer, M. A. Trainer, David Bain, Henry Diszak, Dana Pratt, H. J. Lavery, V. S. Mattison, G. W. Tunnell, J. P. McGrenra, M. Brandt, Noel Luddy, A. H. Super, Joseph Sims, W. O. Hadlock and Elmer Mason.

From the Engineering Division: M. C. Batsel, V. E. Trouant, W. J. Poch, J. E. Young, J. H. Roe, W. E. Stewart, H. E. Gihring, C. D. Kentner, A. Reisz, A. H. Lind, L. E. Anderson, P. W. Wildow, F. E. Talmage, T. P. Tissot, L. J. Wolf and O. O. Fiet.

FIFTH FLOOR

ALLIED RADIO CORP.

THE convention showing of Allied Radio Corp. is built around the firm's line of broadcast station equipment and supplies. Allied handles audio equipment, amplifiers, condensers, tower light controls, Daven attenuators, equalizers, disc and tape recording equipment, transformers and countless other items listed in its 212-page buying guide.

ALLIED RECORD MFG. CORP.

EQUIPMENT shown by Allied Record Mfg. Corp. includes tubes, recorders, tape recorders, test units, monitors, speakers, pickups, cartridges, turntables and other radio-TV station supplies. Personnel at the convention are Leo Brook, David Kennedy, Gordon Hough, Chet Wharfield, Jack Threlkeld, Eugene Carrington, Lou Parson, Phil Karlin.

ALTEC-LANSING CORP.

DISTRIBUTION for Altec-Lansing microphones and speakers and other specialized broadcast-telecast items. Officials at the convention are G. L. Carrington, president; A. A. Ward, vice president; J. K. Hilliard, chief engineer and H. S. Morris, production sales manager.

AMPEREX ELECTRONIC CORP.

PROMOTED in the exhibit of Amperex Electronic Corp. is its line of electronic tubes for broadcast use. Sam Norris is manager of the Brooklyn firm.

AMPEX ELECTRIC CORP.

FEATURED by Ampex are high-quality magnetic tape recorders, synchronizing equipment and similar items. Attending are Harrison Johnston, manager of production engineering, E. G. Swanson, contract engineer, and R. J. Tinkham, manager of midwest distribution.

ASSOCIATED PROGRAM SERVICE

TEN different types of library services designed to supply economic, sales and programming requirements of every broadcaster and telecaster are demonstrated in the APS suite (532A, 533A, 534A), including a low-cost service with one-year minimum.

APS claims its basic library has over 7,000 tune variables plus a record amount of name talent. Added features include "Mitch's" monthly transcribed sales meeting series, monthly sales awareness bulletins, 14 pre-produced program packages and a specially designed transcription cabinet. Other libraries are: specialized commercial library, specialized radio production music library, specialized TV production music library, deluxe TV library, specialized radio music library, specialized popular music library, specialized show medley library, specialized concert music library and novelty library.

Neon-lighted display board high-

Immediate Delivery
IN STOCK AT ALLIED!
AUTHORIZED RCA DISTRIBUTOR
RCA-8D21 PUSH-PULL TETRODE
We have the RCA-8D21 Push-Pull Tetrode in stock for immediate delivery. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble. RCA-8D21, $1300
Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.
ALLIED RADIO
Broadcast Division
833 West Jackson Blvd., Chicago 7
Call: HAymarket 1-7019

lights plusses of APS service. Traditional sharp cheese and crackers are served visitors in the suite, fully draped in dark blue velour. APS representatives are Maurice B. Mitchell, vice president and general manager; John Andrus, vice president and treasurer; Andrew M. Wiswell, vice president and recording director; William H. Houghton, service manager, and Ed Hochhauser Jr., sales manager.

AUDIO & VIDEO PRODUCTS CORP.

FOR the first time Audio & Video Products Corp. is showing its new console cabinet model of the Ampex portable series 400-A magnetic tape recorders. The same tape drive mechanism and electronic chassis heretofore offered in a single fully-enclosed case have been installed in a console cabinet with hinged top and front for ready accessibility and rapid inspection.

The demonstration of the Ampex line of professional magnetic tape recorders includes the 400-A and its big brother, the Ampex 300. Ampex "Speed-Lock" synchronous magnetic tape recording will also be demonstrated by actual operation in lip synchronism with a 16 mm motion picture film.

In attendance at the exhibit, Room 548A, are Russell O. Hudson, William H. Hazlett, Edward J. Wilder and Leon A. Wortman.

BLAW-KNOX DIVISION

MANUFACTURER of vertical radiators for AM and supporting antenna towers for FM, Blaw-Knox distributes through Graybar Electric Co.

CAPITOL RECORDS DISTRIBUTING CORP.
Broadcast Sales Division

IN ADDITION to information and audition transcriptions on the custom library service, Capitol stresses introduction of a new production music section for AM and TV. A preview of this new cue music section is given. It is available with the new custom library and is supplied on a 12-inch transcription.

Some special fun gimmicks are available for visitors to the headquarters, in 535A, 536A and 537A.

The Broadcast Sales Division is represented by Cliff Ogden, manager; Bill Finkeldey, eastern region; Al King, central division; Jack Barton, southern region, and Jim Strain, western region.

CBS TELEVISION FILM SALES

FILM programs available from CBS Television are the *Gene Autry Show, Strange Adventure, Cases of Eddie Drake, Files of Jeffrey Jones, Holiday in Paris, Vienna Philharmonic Orchestra, Range Ride, Hollywood on the Line* and *World's Immortal Operas.* The display is located in Rooms 545-6. Attending the convention are Fred Mahlstedt, director; Charles Reeves, manager of the Chicago sales office; George Lyon and Walter Scanlan.

DAVEN CO.

MANUFACTURER of many types of components and accessories, the Daven Co. will have many of its catalog items on display. The company's products include variable fixed and tone compensation attenuators as well as other types of resistors and switches; transmission measuring sets, speech input equipment, noise and distortion meters. For FM, Daven produces RF fixed and variable attenuators, speech input equipment, noise and distortion meters.

DRESSER-STACEY CO.
IDECO DIVISION

CONSTRUCTION examples of towers up to 1500 feet in height are shown by Ideco Division in Room 539A of the Conrad Hilton. J. Roger Hayden, Ideco sales manager, has extensive experience in towers of 1000 feet and upward. Mr. Hayden and Stu Wilson have information on availability of towers and steel supply.

An actual section of the Ideco "Tall Tower" will be on display. In addition to showing actual structural design of Ideco radio and TV towers, the display will include the new RCA clamp used to hold transmission lines firmly in place. This new clamp is the type being used in the new 100-foot triangular guyed tower being erected for WBEN Buffalo.

EITEL-McCULLOUGH INC.

THE new EIMAC external cavity Klystron for 5-kw. output in the UHF television band is introduced by Eitel-McCullough. The exhibit, in Room 521A, includes power tubes for AM, FM, shortwave, microwave and STL transmission. Other items include vacuum capacitors, air system sockets and vacuum tube accessories.

Representatives at the convention are O. H. Brown, director of field engineering; Royal J. Higgins, field engineer and John B. Higgins, field engineer.

FEDERAL TELEPHONE & RADIO CORP.

THE Federal line of vacuum tubes, transmitting and rectifier tubes, TV picture tubes and Magnetrons is on display in the Federal suite.

Convention representatives are C. J. Harrison, sales manager, Vacuum Tube Division; J. J. Kircher, G. R. Winston and Robert D. Deutsch, sales engineers.

HARRY S. GOODMAN PRODUCTIONS

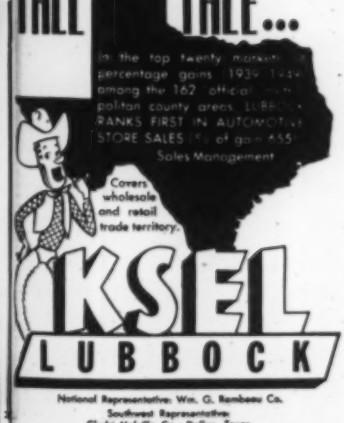
RADIO programs on transcriptions and both live and film television programs are shown in the Harry S. Goodman display rooms, 556-557. Several representatives of the company are present.

A number of new features are shown for the first time. The company has just completed a series of quarter-hour programs featuring Burl Ives and the Tony Mattola Musical Group. Another is a mystery show titled *Let George Do It*, with 52 half-hours completed. A series by this name is in its sixth year on Don Lee Network.

A series of 156 quarter-hours titled *Hymns of the World* features John Charles Thomas and The King's Men, with 156 quarter-hours available. The Goodman firm is presenting for the first time a spot library of over 1,800 spot announcements, both jingles and straight announcing.

For TV there is a series of 52 quarter-hour sports programs available on 16 mm films. Another quarter-hour feature, titled *Dilemma*, is based on the crime-doesn't-pay theme. Programs were created specially for TV. On display, too, are fur storage spots on film and a new series *Here's Howe*, with Sally Howe giving household hints. The latter consists of 65 half-minute programs, with custom built openings and closings available for each individual sponsor.

(Continued on page 126)



Advertisement

"I'd Rather Have 1000 Key Dealers"

So says ad manager Richard S. Lowell, of U.S. Plywood Corporation. (A Prospect.)

EVERY WEEK of the year, and especially the week of March 21 just passed, Printers' Ink brings to you and your sales staff, tight, factual, complete outlines for selling local key dealers and regional and national advertisers, spots or programs that nail down the order for the distributor.

In our March 21 issue we ran an article on page 37, with this headline: "How to Capture and Dominate a Market." The only missing link in the story is now being pointed out to every radio station executive who is reading this ad. Here it is:

Anyone who decides to do some remodeling, or a complete job of building, takes plenty of time to compare, check, analyze and talk to other users of a product before he puts his John Henry on the order blank. And evidence is piled high that women in the home, who have their radios turned on hour after hour, listen, put down phone numbers, and often cast the deciding ballot when the husband says, "O.K., we will buy some Weldwood, or Novoply, or Weldwood Hardwood, or Weltex, or Mengle doors, or some wood moldings," or any one of the dozens of other products now produced by this company that grew from a $500 business to one that is now worth 50 millions.

If you want to tap one of the most productive segments of new business, start right now with your local or regional Weldwood Key dealer. How he operates, how he has been helped to build a profitable franchise for himself, is all told in this remarkable article in Printers' Ink.

Bob Kenyon

Now for our "commercial." Every week 23,475 men and women who now put together more than half of all the national advertising of this country, plow thru Printers' Ink, seeking new ideas, case histories like the Weldwood story, and brass tack stuff that someone has tried and proven to be more productive when money is spent in any medium.

Reason: Printers' Ink is the one magazine in America that is specifically edited from the *advertiser's* viewpoint. That's why so many advertising, management, sales and agency executives read it every week.

Whether you use a sixth of a page or a full page every week, we can promise you the largest audience of buyers of advertising in this country.

Wire, write or phone us when can we have a talk with you.

P.S. If you missed the Weldwood story, get it and read it right now. (If you don't have the March 21 Printers' Ink handy, send us 25c and we'll rush a copy back to you by return mail.)

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

BOGART Alone, he'd be sensational!
BOGA
The greatest stars ever
Transcribed For Local
and Regional Sponsorship!

BACALL Alone, she'd be terrific!
TOGETHER They're super-sensational, They're super-terrific!
LAUREN
ART BACALL
Ziv's new thrill-filled half-hour adventure series!
"BOGIE" GETS THE RATINGS - "BABY" GETS THE SPONSORS
"BOLD VENTURE"
GETS THE SALES!
WITH AN ALL STAR CAST AS EXPLOSIVE AS EACH PROGRAM!
MUSICAL DIRECTION BY DAVID ROSE OF "HOLIDAY FOR STRINGS" FAME
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD
BOLD VENTURE

On Exhibit in Chicago

(Continued from page 123)

Prize-winning weather spots for TV will be shown.

As usual Harry S. Goodman Productions has a novelty gift for delegates.

GRAY RESEARCH & DEVELOPMENT CO.

EQUIPMENT shown by Gray in its headquarters includes the Gray Telop, used by CBS and NBC in combination with TV cameras to permit instant fading from one object to another by superimposition. This is said to give wider latitude of visual interest. Telop II is a new product to be shown for the first time. It brings to smaller and newer TV stations a simpler design of the Telop but retains many of its features.

The Gray multiplexer includes movable mirrors for simultaneous projection into a single TV camera or individually into two cameras, permitting more projectors to be used with fewer cameras. A color television monitor was developed for professional monitoring of color telecasts using the field sequential system. A new suspensive development based on viscous dampening principles for perfect tracking is a feature of a high-fidelity transcription arm for conventional and LP records.

TV camera turrets permit a single camera to serve up to eight projectors. They are centered on a rugged pedestal and rotate full 360 degrees on heavy-duty ball bearings. An RCA field camera chain converted by Gray for the CBS color system is demonstrated.

KEYSTONE BOADCASTING SYSTEM

KEYSTONE is displaying a map of the United States with acetate overlays depicting the supplementary coverage of the network to national radio as well as TV station service. The comprehensive Keystone coverage is based on 536 affiliates located in smaller communities, with high listener loyalty claimed on behalf of the local-level stations.

On hand at the convention, among station relations and sales personnel, are President Sydney Wolf and Pete Peterson, sales executive. Mr. Peters and Curtis Winters, account executive of Simmonds & Simmonds, Chicago, arranged the exhibit.

LANG-WORTH FEATURE PROGRAMS INC.

NEW music for radio theme features the Lang-Worth exhibit this year. A library of new composite recordings is shown. Complete audition facilities are available in Room 512A for all library material and such features as the new open-end serial, *The Life of Harry Lime*, featuring Orson Welles.

Present are C. O. Langlois Sr., president; John D. Langlois, secretary-sales manager; C. O. Langlois Jr., treasurer; W. O'Keefe, vice president and Hugh Allen.

MAGNECORD

THE Magnecord exhibit features a complete line of professional high-fidelity magnetic tape recorders, and recently introduced specialty items and accessories as well as PT6, PT63 and PT7 series which make up the standard line.

New items being shown are the D3 dubbing channel for making multiple copies of recorded tape "masters" for network distribution; adapter arms which mount on existing units and make possible conversion to use with 10½ inch reels; a remote control station permitting remote operation of all functions of the PT7 units; the MagneCordette, a one "package recorder" and "custom" amplifier designed for use with existing radio, speaker, or public address system.

Demonstrations of revolutionary binaural recording equipment show startling "third dimension" realism of this first commercially produced unit. A voice operated relay automatically starts and stops standard Magnecord units when speech or sound signal begins and ends. A continuous tape player offers playback of four-hour programming.

Attending the convention are John S. Boyers, president; C. G. Barker, vice president and sales manager; Robert L. Landon, secretary; Del Hornbogen, sales service manager; John W. Hines, sales engineer; Otto C. Bixler, chief engineer, and Richard S. McQueen, advertising manager.

MUSICOLOR INC.

NEW Telecolor models of "The Light That Dances" are shown in Room 560, ranging from big-screen TV units to small, light mobiles for home use. Musicolor creates mobile light abstractions, synchronized with music, speech or any sound. The Spectrocon, a table model operating from radio or TV set, record player or even piano or other instrument, can be moved from room to room without any connecting wires.

The multi-colored Mobile Marble is shown for the first time. It produces animated rhythmic lighting on studio walls and ceilings, reception rooms and other locations. Pilot models show new equipment for UHF, including rear projection work permitting background for sponsor symbols. Aurorabar and Operabar models are on display. These telecolor units also function as slave sets.

Centerpiece of the display is a six-foot "cylinder" along with a mystery crystal ball. Representing Musicolor in the suite are Stuart V. Dawson, TV sales; Fred Lichtgarn, chief engineer; Edwin S. Pierce, IATSE; Charles R. Sears, sound engineer; William A. Snow, attorney; Orrin Tucker, band department; Maurice Wetzel, lighting consultant; Horace N. Stovin, of Telecolor Services, Toronto, and Lloyd G. Harris, of Servicios de Telecolor, Mexico City.

PRESTO RECORDING CORP.

A COMPLETE and varied line of sound equipment for broadcast and recording studio use is exhibited by Presto, with emphasis this year on tape equipment. Several types of portable and rack mounting tape recorders are shown in operation.

Presto's RC-10-24 is shown in a console although this basic unit can be rack mounted. The T1-10 tape mechanism is driven by a transcription turntable and is shown mounted on a 64-A turntable. All equipment on display is of the professional type. Lesser units are not shown.

Company representatives at the convention are George J. Saliba, Morris M. Gruber, Austin B. Sholes, Gus Weber and Thomas B. Aldrich. Other Presto representatives who are assisting include R. A. Adams, Warren B. Cozzens, Lloyd Marsh, Lee Maynard, Robert W. Mitscher, Lee Owens, J. F. Thacher, William J. Purdy, Thomas Aye, Ernest P. Scott, Norman Simons, J. Earl Smith, Morris F. Taylor, R. H. VanDusen, C. E. Terry, Franklin Y. Gates and Henry J. Geist.

SESAC

SESAC's exhibit is centered around the broadcast anniversary motif and SESAC's 21st anniversary, highlighted by sample "commercial shows" produced with the music and scripts of the SESAC transcribed library. These are presented as sales and programming aids for broadcasters and their sponsors.

Four shows of widely different type and appeal are auditioned in Suite 557-A. One is *Musical Panorama*, featuring jazz classics with Richard Maltby's orchestra and chorus, and Stan Freeman's quartet. A second is titled *Shopping Bag of American Folk Music* and a third, of concert type, is called *Music We Remember*. The fourth is SESAC's *Mr. Muggins Rabbit*.

Other series are *Symphonic Pops*, directed by Nathaniel Shilkret, a Stan Freeman set, new group of folk tunes by the Song Spinners and more jazz classics selections. A souvenir memo notebook is offered visitors to the suite.

The transcribed library program service includes a program guide, with notes on each selection along with catalog of bridges, moods and themes. The SESAC library now includes over 4,000 selections, it is explained.

At the convention are Kurt A. Jadassohn, general manager; Robert Stone, director of program service; Alice Heinecke, program service; Louis Tappe, director of publicity and promotion; Jim Myers, manager of station relations; John Casey, station relations; Kenneth Parker and Harold Fitzgerald, field representatives.

SCREEN GEMS INC.

THE new television department of Screen Gems Inc. makes its debut at the convention. The display includes several series of films being produced in Hollywood. Films are available for syndication, along with TV disc jockey tunes. Attending are Ralph Cohn, general manager; Sam Lake, business manager; Will Baltin, manager of station relations; Milt Goodman, sales manager; Phillip Frank, commercial manager and Ben R. Berenberg, producer.

SNADER TELESCRIPTIONS SALES INC.

ONE room of the Snader suite

(Continued on page 128)

KDKA PITTSBURGH 50,000 WATTS

. . . CONSISTENT LEADERSHIP IN A LAND OF 7 MILLION LISTENERS . . .

WESTINGHOUSE RADIO STATIONS Inc.

Looking for Radio & Television Technicians?

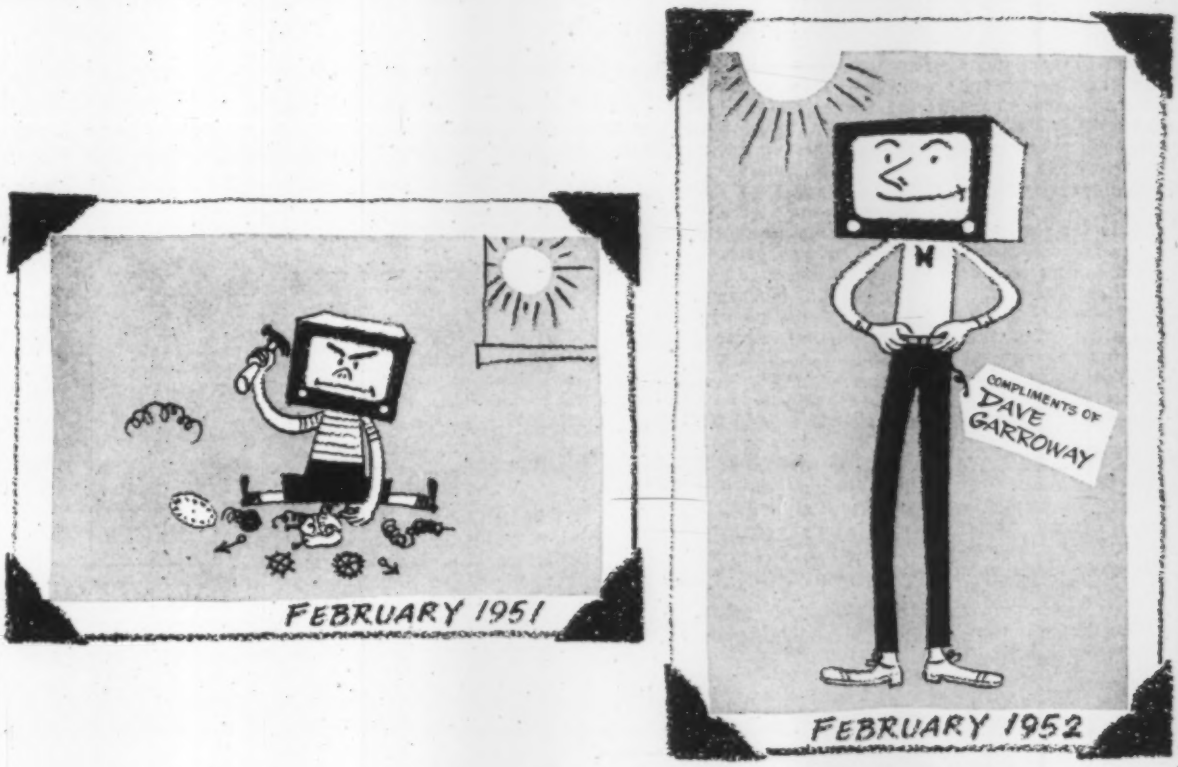
RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

350 West Fourth Street, New York 14, N. Y.



have you taken a good look at daytime television lately ?

Sometimes you don't notice how a boy has grown until he puts on his first real suit, complete with long pants.

That's the way it's been with *daytime television* during the past year.

Daytime TV had been growing fast . . . but it took NBC's famous breakfast-time news show, "TODAY", to complete the morning line-up and herald the arrival of daytime television as a major force on the advertising scene.

We all know that TV set ownership nationally increased about 42% during 1951 . . . but what about the payoff — actual viewing? Therein is the key to the growth of daytime TV.

Just in the 8 major markets represented by NBC Spot Sales, actual daytime tune-in during the *average daily ¼-hour* from 7 AM and 5 PM, Monday through Friday, increased by a third of a million sets-in-use from February 1951 to February 1952 (when "TODAY" began) . . . a gain of 66% in one year.

Have *you* looked into the full potential of daytime television in these 8 key markets?
Call your NBC Spot Sales representative
for full details.

NBC Spot Sales

New York Chicago Cleveland
San Francisco Hollywood

WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Hollywood*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
WRGB	*Schenectady-Albany-Troy*

On Exhibit in Chicago

(Continued from page 126)

(504A, 505A, 507A) at the Conrad Hilton is devoted to continuous screening of the complete library of 800 3½-minute Snader Telescriptions musicals. Another room is given over to constant screening of other Snader shows.

Included in the screening are *Dick Tracy*, 39 half-hour mystery adventures; *This Is the Story*, 78 15-minute programs featuring unusual stories about famous people; *Washington Spotlight*, 15-minute weekly shows with Marquis Childs, columnist, moderating discussion of political issues by public figures; *Kid Magic*, 39 15-minute shows for children with science-fiction format.

STANCIL-HOFFMAN CORP.

COMPLETE line of magnetic recording equipment is shown in Room 561 of the Conrad Hilton along with Model S5 Synchronous magnetic film recorder and reproducer. The fully synchronous S5 is said to offer new excellence of sound quality and operator convenience. It is designed for both 16 mm and 17.5 film.

Features of S5 are full synchronous sprocket drive, normal forward or reverse for recording or playback and fast forward or rewind for editing. Gearless drive system is powered by hysteresis synchronous motor and remote controls may be added for recording and reproducing.

S5 is shown interlocked with 16 mm film projector. Stancil-Hoffman Minitape portable battery operated tape recording equipment is displayed. It is a completely self-contained battery-operated portable magnetic recorder of shoe-box size and weighing 13 pounds.

The quarter-inch tape recorder R4 is shown, with its many features including 5,000-foot reels allowing two hours of continuous recording. Dexter Haymond represents Stancil-Hoffman at the display.

STANDARD RADIO TRANSCRIPTION SERVICES

NEW series of sponsor-tailored programs, designed to "Get more for your dough on radio," sets the pace for Standard's exhibit. This marks the 19th year Standard has participated in NARTB meetings.

One of the first in the new series is the attention getter, Whistletalk, with whistling instead of talking to catch the listener's ear. Lee Hart, formerly of Broadcast Advertising Bureau and NARTB, is representing Standard as a sales and promotion consultant.

Attending the convention are Gus Hagenah, executive manager; Lewis TeeGarden, executive secretary, and the partner-owners, Jerry King and Milton Blink.

STANDARD RATE & DATA

FOUR of the Standard Rate & Data organizations are at the Conrad Hilton headquarters—William F. Pierce, H. A. Harkaway, William C. Parrington and Lyman Forbes.

WINCHARGER CORP.

TOWERS for AM, FM, TV, microwave and two-way communications from the basis of Wincharger's convention exhibit in Room 509A of the Conrad Hilton. V. V. Holmes, manager of the Antenna Tower Dept., heads the Wincharger contingent.

Other representatives include R. W. Berquist, sales assistant; Henry J. Geist, eastern representative; W. B. Taylor, southeastern representative; Warren B. Cozzens, central representative; C. E. Nelson, southern representative; Lee Owens, western representative.

WORLD BROADCASTING SYSTEM

PREMIER audition of a major big-name series, *Country Fair*, tops the World exhibit in Suite 501 which has been turned into a miniature midway against a background of calliope music. *Country Fair* features Judy Canova. In the center of a revolving ferris wheel and midway barker is a huge photo of Judy Canova, with many features of the musical-variety show listed.

Instrumental novelties, hoedowns, square dances and Judy Canova's prize-winning recipes are some of the novelties of the show. Walking canes are given visitors as souvenirs. They carry the words, "World Points the Way With Judy Canova in 'Country Fair'." It is a type of cane used by midway barkers.

World also announces release of a pre-political convention series, *The People Choose*, recreating many presidential campaigns. Another new series is *Get a Hit*, half-hour baseball programs presenting local scores and predictions by a local personality in addition to highlights of past seasons and the current one. This will run throughout the baseball season.

Theme of the overall exhibit is the message, "Save Money, Make Money With World, the Only All-Purpose Local Sales Service" and the slogan "Month After Month After Month the Saleable Ideas Come From World."

FREDERIC W. ZIV CO.

THE NEW Ziv radio show, *I Was a Communist for the FBI*, starring Dana Andrews, features the convention exhibit. A colorful display calls attention to the sale of the show in over 400 markets within 90 days. Sponsors include utilities, banks, bakeries and steel manufacturers.

The convention display centers around an investment placed at $2½ million in the past year. Full-color displays promote *Bold Venture*, with Humphrey Bogart and Lauren Bacall, adventure-drama set in tropical Havana. Another feature is the comedy-adventure *Bright Star*, with Irene Dunne and Fred MacMurray.

Other displays deal with The *Cisco Kid* and *Boston Blackie*. Brochures promote various Ziv shows and are available in the suite.

RECEPTION ROOMS

ASSOCIATED PRESS

HEADQUARTERS of Associated Press are in the Chinese Room, Blackstone Hotel. Oliver Gramling, AP assistant general manager, heads the delegation. Field men and other AP officials will join Mr. Gramling in welcoming broadcasters.

JOHN BLAIR & CO.

REPRESENTATIVES of John Blair & Co., station representatives, in attendance at the firm's convention headquarters are John Blair, Chicago, and William Weldon, New York. Richard Buckley, of the New York office, represents Blair-TV.

BRANHAM CO.

CONVENTION headquarters of Branham Co., station representatives, are staffed by the following: Clem Peterson, L. S. Greenberg, D. D. Brewer, Noyes French and Robert Maggiore, Chicago office; J. F. Timlin and James A. McManus, New York office; Norman E. Noyes, Los Angeles office; Fred

(Continued on page 130)

THRILLING HALF HOUR TRANSCRIPTIONS OF ADVENTURE AND MYSTERY

"Let George Do It"

ANNOUNCEMENTS
Public Notices—Commercial Notices—Lost and Found
Danger is my stock in trade If the job's too tough for you, you have a job for me George Valentine 19 E 53 St. NYC

LED ALL PACIFIC COAST NETWORKS

20 out of 26 months—15.9 Hooper—44.4 of audience

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue NEW YORK CITY

WDUZ

ABC NETWORK

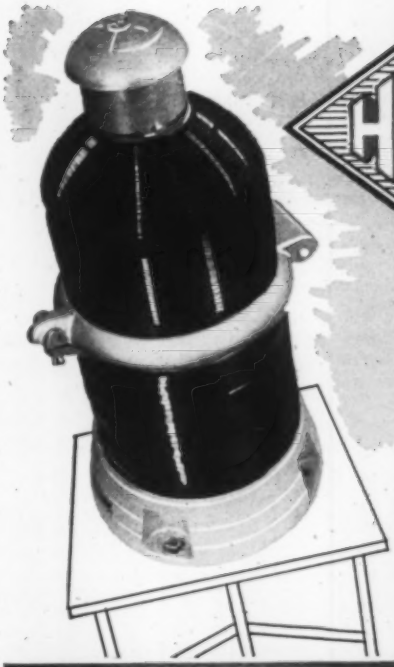
in GREEN BAY, WIS.

SHELL

SHELL OIL COMPANY (J.W.T.) JUST RENEWED THEIR 10 P.M. NEWS FOR 366 NIGHTS IN 1952.

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.



COMPLETE KITS FOR TOWER LIGHTING

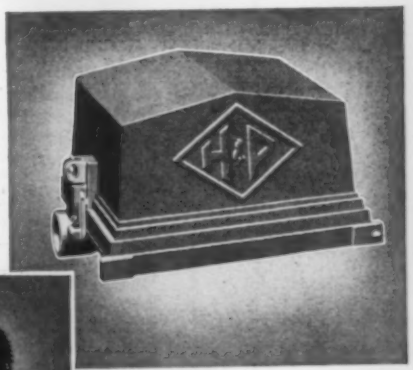
Backed by years of leadership, H & P lighting equipment is today the accepted standard throughout the world. Many exclusive features assure easy installation, low maintenance costs... dependable operation under all climatic conditions.

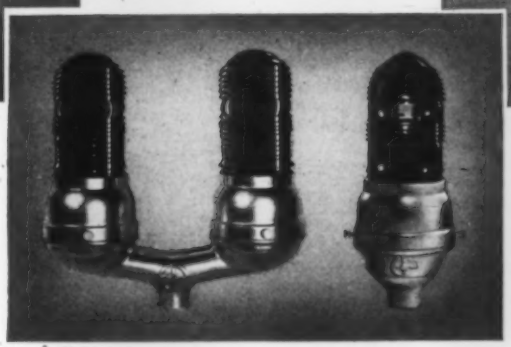
Everything Needed for any Tower, 150 to 900 feet!

H & P *Complete* Tower Lighting Kits include every item essential to the completed installation — every bolt and fitting... H & P Complete Lighting Kits, in today's critical market, will save you on purchasing, erection, and completion time... The H & P 300 MM Code Beacon (shown left) has 10 exclusive features, is CAA approved.

Single and double Obstruction Lights below

Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.





***above* "PECA" Series Photo-Electric Control**

Factory-set to turn lights on at 35 f.c.; off at 58 f.c. as specified by CAA. Low-loss circuit insulation. High-wattage industrial type resistors. Tube ratings well over operational requirements. Fail-Safe: if any parts fail in service, lights automatically turn on. Models for all load capacities.

***above* SF-30-E Mercury Code Flasher**

Models available for any loads. Compact, spray-tight and drip-proof cast aluminum housing mountable on vertical OR horizontal member. Heavy-duty, self-starting, constant-speed synchronous timing motor is unaffected by extreme temperature and voltage ambients. Positive-acting ELECTRONIC fail-safe circuit guards against failure of ANY component.

Lighting for Airports, Bridges, Towers, Buildings and all obstructions hazardous to air commerce.

Sold only through jobbers and Tower Manufacturers.

Complete Kits for CAA specifications A-1 to A-5 towers include every item essential for complete tower lighting installation.

Send for FREE Catalog

Write on your letterhead for new, detailed catalog. We will also send you the name of your nearest H & P distributor.

HUGHEY & PHILLIPS

TOWER LIGHTING DIVISION

60 East 42nd Street • New York 17, N. Y.

4075 Beverly Blvd. • Los Angeles 4, Calif.

On Exhibit in Chicago

(Continued from page 128)

A. Weber, Detroit office; John Schwarz, St. Louis office; George T. Harding, Dallas office.

GEORGE P. HOLLINGBERY CO.

IN ATTENDANCE at the convention headquarters of George P. Hollingbery Co., station representatives, are George P. Hollingbery, Chicago; Frank McCarthy, Chicago; F. E. Spencer Jr., Fred Hague and Eugene Thomas, of the New York office; Richard N. Hunter, Atlanta, and Harry Wize, Los Angeles.

C. E. HOOPER INC.

PERSONNEL attending the convention for C. E. Hooper Inc., radio-television research organization, include C. E. Hooper, Fred Kenkel, Bruce McEwen and Carl Tillmanns.

THE KATZ AGENCY

REPRESENTING The Katz Agency, station representatives, at the NARTB convention are: New York office—George Brett, Edward Codel, M. J. Flynn, M. F. Kellner and Eugene Katz. Chicago office—G. H. Gunst, Roy Miller, William Joyce, Bill Lee, Bill Condon, Walter Nilsen, James Hoel, Louis Johnson and Roy Peritz.

What a Buy!

N
A B C
C

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's 34th Market

WFMJ

REPRESENTATIVES

Headley-Reed Co.

C. P. MacGREGOR CO.

TRANSCRIBED basic library of 5,000 tunes is provided by C. P. MacGregor, one of the oldest transcription companies. Most of the productions, including dramatic shows, feature name talent available at a reasonable fee, according to George R. Jones, sales manager. The company claims many success stories based on use of its transcribed productions. Its library offers a large amount of "good music." Mr. Jones is the MacGregor representative in the fifth floor Conrad Hilton suite.

ROBERT MEEKER ASSOCIATES

CONVENTION representatives of Robert Meeker Associates, station representatives, are Bob Meeker, Louis J. F. Moore, Edgar B. Filion and Ben F. Conway, of the New York office; Carl Jewett and Lois Thompson, of the Chicago office, and Don Pontius, of the San Francisco office.

EDWARD PETRY & CO.

THE delegation representing Edward Petry & Co., station representatives, includes Edward Petry, president; Edward E. Voynow, executive vice president; Henry E. Ringgold, vice president; John Ashenhurst; Douglas MacLatchie, Arthur H. Sherin Jr., George G. Backus, Louis F. Kroeck, William B. Maillefert, William H. Cartwright, Richard E. Drummy Jr., Murray Grabhorn, George A. Kercher, Richard W. Hughes, Louis A. Smith, Bruce R. Bryant, J. Rolston Fishburn, Charles A. Pratt, Forrest H. Blair, Donald T. Harding Jr., Will H. Oldham, Marvin W. Harms Jr.

THE PULSE INC.

THIS radio and television market research organization, conducting the Pulse surveys of audiences and similar studies, is represented at the convention by Dr. Sydney Roslow, director.

PAUL H. RAYMER CO.

SEVEN-MAN delegation represents Paul H. Raymer Co., station representatives, at the convention. It includes Paul H. Raymer and Fred C. Brokaw, from New York; Garfield C. Packard, P. B. Evans and E. E. Eshleman, Chicago; Robert B. Rains, Detroit; John D. Gale, Hollywood.

STANDARD AUDIT & MEASUREMENT SERVICES

THIS new company, privately financed, is "dedicated to an attempt to continue the Broadcast Measurement Bureau idea," according to its president, Dr. Kenneth H. Baker, former NARTB research director as well as BMB acting president. Standard Audit & Measurement is doing industrywide measurements for both buyers and sellers of radio advertising, seeking to produce results as quickly and accurately as possible. Other types of measurements are to be announced.

O. L. TAYLOR CO.

DELEGATION representing O. L. Taylor Co., station representatives, consists of O. L. (Ted) Taylor; Lloyd George Venard, and Howdee Meyers, manager of the Chicago office.

WEED & CO.

THE delegation representing Weed & Co., station representatives, at the convention, with headquarters in the Conrad Hilton, includes Joseph J. Weed, C. C. Weed, J. C. Lyons, E. J. Fitzsimmons, Peter B. James, B. P. Pearse, L. P. Simonds, E. A. Barry, M. A. Olson, Clay Rossland, J. F. Murphy and Ed Scannell.

GERMAN FM

Programming Increases

GROWING emphasis on FM programming by West German radio stations is reported by the division of German information in the Dept. of State.

Additional data are supplied by the department on the basis of a report from the Office of the U. S. High Commissioner for Germany. A similar study was tendered to the State Dept's German desk last year [B•T, Oct. 8, 1951].

All West German stations have an FM program, although only the North West German Radio (NWDR) gives "full original production for FM." Other stations either broadcast medium wave programs simultaneously over FM or repeat them at a later date.

Those outlets which do not program FM separately generally adhere to the "contrast principle"—they use FM programs to contrast with medium wave output.

Medium wave programs usually have a few regional broadcasts of longer duration each week, while FM programs have a large number of shorter regional broadcasts woven into daily programming. Three different South West German studios produce separate regional shows over FM.

Dramatic presentations of NWDR are broadcast over FM initially and then repeated, usually a year later, over medium wave. Regional broadcasts are heard mostly over FM.

Some typical examples: Bavarian FM Radio is almost 98% repeat of medium wave. Radio Stuttgart produces about five hours daily of musical programs for FM only. Radio Frankfurt follows the "contrast principle," giving listeners a choice of two program types with no regional broadcasts produced exclusively for FM. Radio Bremen FM programming follows the Frankfurt pattern.

STANDARD RADIO

Sales Aids Announced

AS AN AID to music librarians, Standard Radio Transcription Services has started mailing a monthly "Pin-Up Sheet" of its new program library releases to all subscriber stations.

Listed are recordings in current release by number and artist as well as top tunes of the day available in Standard program library versions.

Along with other new Standard promotion and its just-released "Whistle-Talk Attention-Getters," sheet will be previewed at NARTB convention starting today, according to Lewis TeeGarden and Gus Hagenah, managing directors of the company.

Simultaneous with demonstration of the Whistle-Talk Attention-Getters at the convention, disc of the 18 commercial lead-ins is being sent to all subscriber members of Standard program library service.

Whistle-Talks are the beginning of the "4-way Sponsor-Tailored Service," just inaugurated by Standard. It will include star shows, scripts, sales ideas and copy formats.

Subscribers, along with Whistle-Talks, will receive a sales brochure setting forth five different sales plans for advertisers as well as copy guide for use of continuity staff in preparing appropriate commercials to go with lead-ins.

Glascock to Agency

ANNOUNCEMENT has been made of the appointment of Mahlon Glascock as an account executive at Kal, Ehrlich & Merrick, Washington, D. C., advertising agency. Mr. Glascock will handle radio, TV, newspaper and magazine accounts. His resignation as sales manager at WRC-AM-FM Washington, effective April 1, was made known fortnight ago [B•T, March 24].

Mr. Glascock

SOONER or LATER

some aggrieved listener accuses you of

LIBEL OR SLANDER

and THEN you'll need our UNIQUE INSURANCE covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE. In use Nation-wide. GET IT IN TIME!

WRITE FOR DETAILS AND RATES

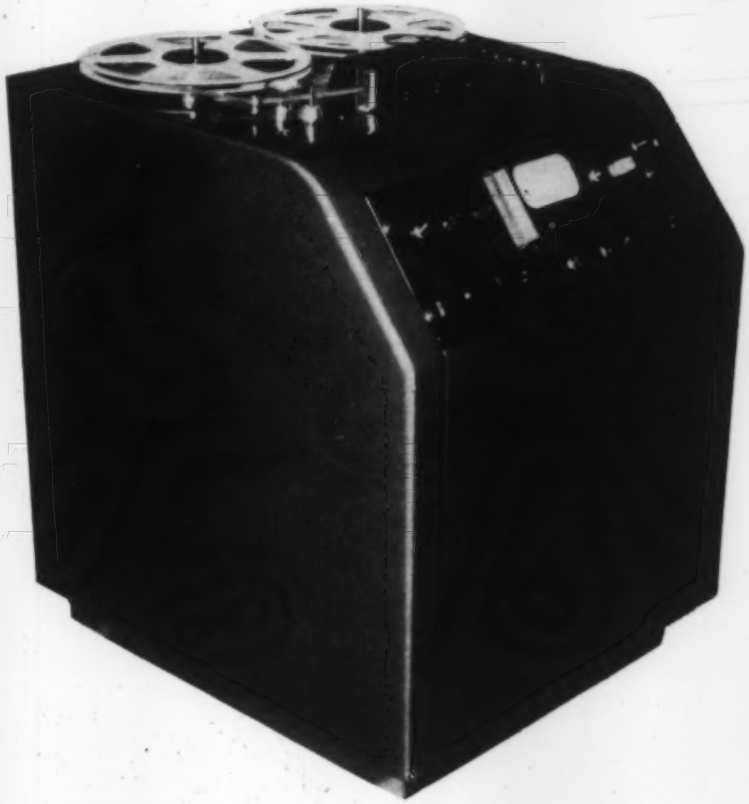
EMPLOYERS REINSURANCE CORPORATION

Kansas City, Mo.

HERE IT IS!

. . . the NEW AMPEX CONSOLE . . .

Only $985 . . .



- Dual-Speed: 7.5" & 15".
- 15,000 cps Response at 7.5".
- Half-Track or Full-Track. (Specify choice in your order)
- Push-Button Operation.
- Remote Control Facilities.
- Input Switch Selector for Mike, Line Impedence or Bridging.
- Built-In Mike Pre-Amp.
- Easy To Inspect.

See It At The NARTB Room 548A

Order Your New Ampex Console Now!

For Immediate Details, Wire Or Telephone Collect: PLAZA 7-3091

Audio & Video
PRODUCTS CORP.
730 Fifth Avenue • New York 19, N. Y.

Cable Address: "AUDIOVIDEO"

EXCLUSIVE IN CANADA:
Canadian General Electric Co., Ltd.
212 King Street, West
Toronto, Ont., Canada

EXCLUSIVE IN WASHINGTON, D. C.:
Audio & Video Products Corp.
261 Constitution Avenue
Washington 1, D. C.

Non-Docket Actions . . .

AM GRANT

Community Bcstg. Service Inc., Phoenix City, Ala.—Granted 1270 kc, 1 kw, daytime. Estimated construction cost $25,000. Grantee is licensee of WAAA Winston Salem, N. C. Granted March 26.

TRANSFER GRANT

WINN Louisville, Ky.—Granted consent to Nelle M. Kendrick to relinquish control of voting stock (51%) and surrender of additional 12% by M. K. McCarten to Kentucky Bcstg. Corp., licensee, for $70,135. Granted March 26.

New Applications . . .

TV APPLICATION

Boise, Idaho—KIDO Inc., Ch. 7 (174-180 mc), ERP 51 kw visual, 25.5 kw aural, antenna height above average terrain 80 ft. (antenna height above ground 387 ft.). Estimated construction cost $189,017.92, first year operating cost $91,300, revenue $120,000. Applicant is licensee of KIDO Boise. Filed March 27.

AM APPLICATIONS

Lewistown, Idaho—Cole E. Wylie, 740 kc, 250 w, daytime. Estimated construction cost $27,166.60, first year operating cost $45,000, revenue $55,000. Applicant is licensee of KREW Sunnyside, Wash., and KREM Spokane, Wash. (sale of KREM to Louis Wasmer is awaiting FCC approval). Filed March 25.

Louisville, Miss. — Louisville Bcstg. Corp., 1270 kc, 1 kw, daytime. Estimated construction cost $16,450, first year operating cost $18,000, revenue $30,000. Four equal (25%) stockholders in applicant corporation are: President Frank Edward Holladay, commercial manager and program director of WMOX-AM-FM Meridian, Miss.; Vice President Joseph William Carson, manager WMOX-AM-FM; Treasurer John Shelton Primm, distributor in Meridian for Gulf Refining Co. products, on board of directors of Wood Specialties Corp., Meridian, and 1952 president of Meridian Chamber of Commerce; Secretary William Rollins Parkes, former manager of WROB West Point, Miss., and former program director of WNAG Grenada, Miss. Filed March 27.

Indianola, Miss.—Central Delta Bcstg. Co., 900 kc, 250 w, daytime. Estimated construction cost $12,100, first year operating cost $24,000, revenue $36,000. Three equal (33⅓ interest) partners are: John M. McLendon, owner Indianola Furniture Co., Indianola; W. L. Kent, accountant in Greenville, Miss., and E. M. Guss, manager of WGVM Greenville, Miss., and owner of 10% of stock in KDAS Malvarn, Ark. Filed March 27.

FM APPLICATIONS

Flint, Mich.—Regents of U. of Michigan, non-commercial educational FM station, 90.7 mc, 250 w, ant. 160 ft. above ground. No construction cost because station bequeathed to applicant ready for operation. Station would operate simultaneously with, and rebroadcast programs of WOUM Ann Arbor, Mich. Applicant is licensee of WOUM. Filed March 25.

New Castle, Ind.—New Castle-Henry Township Schools, non-commercial educational FM station, 91.1 mc, 10 w, ant. 98 ft. above ground. Estimated construction cost $3,095 plus. J. R. Craw is superintendent of New Castle-Henry Township Schools, Joe Burris is president of school board and E. F. Lemme is Senior High School principal. Filed March 25.

TRANSFER REQUESTS

KOCA Kilgore, Tex.—Assignment of license from Oil Capital Bcstg. Assoc. to Radio Station KOCA Inc.; change to new corporation only. Roy G. Terry continues to hold 100% interest; no actual change of ownership or control and no monetary consideration. Filed March 7.

WGBA-AM-FM Columbus, Ga. — Transfer of control Georgia-Alabama Bcstg. Corp. to R. E. Page Corp. All present stockholders of Georgia-Alabama Bcstg. Corp. also hold stock in R. E. Page Corp., and no one except R. E. Page holds stock in Page Corp. and not in Georgia-Alabama Bcstg. Corp. Five Georgia-Alabama Bcstg. stockholders, who each hold 400 shares (20%), will sell interest to Page Corp. for $108 per share or $43,200 per stockholder, for a total of $216,000. Principals in Page Corp. (transferee) are: President A. H. Chapman (0.06%); Vice President Wyline Page Chapman (33.27%); Vice President Annie Laurie Page Ashworth (33.27%); Treasurer W. E. Page Jr. (16.67%); Secretary M. R. Ashworth (0.06%), and Richard Edwin Page (16.67%). Mr. Page owns Ledger-Enquirer Co. and Bradenton Herald Co. Transfer is to simplify and expedite expansion of capitalization of corporation to allow for television addition. Filed March 14.

KTOH Lihue, Kauai, Hawaii—Acquisition of control Radio Station KTOH by C. J. Fern and Mary G. Fern through transfer of 16 shares of stock (1.2%) for $320. After transfer Mr. and Mrs. Fern will hold 1413 shares of stock (50.7%). Filed March 14.

WKIP Poughkeepsie, N. Y.—Assignment of license from Poughkeepsie Newspapers Inc. to Dutchess County Bcstg. Corp. for $30,000. Poughkeepsie Newspapers retains WHVA (FM). Principals in Dutchess are George W. Bingham, WKIP General Manager; Marvin S. Seimes, chief engineer; Richard A. Dwelley, commercial manager; John J. Kuhn, and Mabel Meurer. Filed March 17.

WHWB Rutland, Vt. — Involuntary transfer of control Central Vermont Bcstg. Corp. from Herbert L. Wilson to Charles I. Bates through sale of 214 shares common stock at auction by U. S. Internal Revenue Service for $696.61. Before transfer Mr. Bates holds 29.32% interest; after transfer he will have 92.08% interest. Filed March 17.

KELO Sioux Falls, S. D.—Transfer of control from Midcontinent Bcstg. Co. to Edmond R. Ruben, N. L. Bentson and Joseph L. Floyd for $279,400 for 2,159 shares of stock (100% interest). Messrs. Ruben and Floyd mutually own Welworth and Starlight theatre chains, and Mr. Bentson is commercial manager of WMIN-AM-FM St. Paul, Minn. Filed March 18.

WCNT-AM-FM Centralia, Ill. — Assignment of license from WCNT Inc. to Southern Illinois Bcstg. Corp. for $53,322. Principals in transferee are Grace S. Rogers and C. W. Rogers (mother and son), who have interest in Rogers Theatres Inc., Cairo, Ill., R. G. R. Theatres, Blytheville, Ark., Rogers Investment Co. and Grace S. Rogers Corp. Filed March 19.

WCBC Anderson, Ind.—Acquisition of control Civic Bcstg. Corp. by Great Commission Schools Inc. for $58,273.95. Transferee is parochial school (grades 1 through 12), of which Paul E. Billheimer is president, Jenny Billheimer secretary-treasurer and Edwin Messerschmidt teacher. Filed March 19.

WDGY Minneapolis, Minn.—Transfer of control Twin Cities Bcstg. Corp. to Herman J. Lange, George E. Lau, Clarence T. Hagman and Clarence W. Levy for $425,000 (transferees already own $300,000 note of station for which they paid $250,000, of which $160,000 was cash, $90,000 by note; transferees will pay $175,000 for 100% of stock). Mr. Lange is owner of Minneapolis electronic welding firm and San Diego auto supply houses; Mr. Lau, with his wife, is owner of Minneapolis coffee shop chain; Mr. Hagman is former general manager of WLOL Minneapolis-St. Paul, and Mr. Levy has interest in two retail furniture stores in Minneapolis and St. Paul. Filed March 19.

KUGN-AM-FM Eugene, Ore.—Transfer of control KUGN Inc. to C. H. Fisher, O. E. Berke and P. R. Berke; change from corporation to partnership. No actual change or ownership or control; no monetary consideration. Filed March 19.

KNOB (FM) Long Beach, Calif.—Assignment of license from J. E. Tapp, Raymond B. Torian and John Doran to Messrs. Torian and Doran. Before transfer Mr. Tapps holds 33⅓% interest, Mr. Torian holds 43⅓% interest and Mr. Doran holds 23⅓% interest. After transfer Mr. Torian will have 76⅔% interest while Mr. Doran will continue to hold 23⅓% interest. Mr. Torian will pay Mr. Tapp $1,721 for his interest. Filed March 21.

WIRJ Humboldt, Tenn.—Relinquishment of control Gibson County Bcstg. Co., licensee, by J. Frank Warmath of 5,000 shares of stock (50%) to Miss Marion Warmath, secretary-treasurer of Gibson County Bcstg. Co. No monetary consideration. Filed March 25.

WKIN Kingsport, Tenn.—Assignment of license from Cy N. Bahakel, d/b as Sullivan County Bcstrs., to Radio Station WKIN Inc. Change from individual to corporation; no actual change of ownership or control. Filed March 25.

WBLT Bedford, Va.—Transfer of control through retirement of two stockholders who will sell their interest to corporation which will, in turn, re-sell same stock to existing stockholders. Retiring stockholders are Ludwell A. Strader (450 shares) and Kenneth L. Duffin (50 shares) who will sell interest for $10.50 per share or total of $5,100. Stock will be re-sold to: R. C. Atherhold (175 shares for $1,785); G. L. Synan (175 shares for $1,785); Mrs. Constance I. Marsh (112 shares for $1,142.40); A. P. Marsh Jr. (13 shares for $132.60); J. E. Synan (13 shares for $132.60), and R. A. Owen (12 shares for $122.40). Filed March 25.

WNAW North Adams, Mass.—Assignment of license from Courtlandt Nicoll to Cecil F. Clifton for $10,000. Mr. Clifton owns 50% in, and is partner and general manager of, WAVL Apollo, Pa. Filed March 25.

KFDA-AM-FM Amarillo, Tex. — Transfer of control, Amarillo Bcstg. Corp., licensee, from J. Lindsey Nunn, Gilmore N. Nunn and Gilmore N. Nunn, trustee, to Amarillo Bcstg. Co. (a Delaware corporation), which is owned equally by C. C. Woodson, Wendell Mayes, Charles B. Jordan and Gene L. Cagle, for $240,000. Mr. Woodson owns 95% interest in Brownwood Newspapers Inc. (Brownwood Bulletin), Brownwood, Tex., and other Texas and Florida newspapers; he has oil and gas interests in Texas; he is applicant for new television stations for Austin, Tex., and Amarillo, and at one time owned 50% interest in KBWD Brownwood and KNOW Austin, 24% interest in KRIO McAllen, Tex., and WACO Waco, Tex.; his interest in various AM stations was sold by 1950. Mr. Mayes now is president and owns controlling interest in KBWD and KNOW; he also had interest in KRIO and WACO which was sold in 1949. Mr. Jordan was associated with WRR Dallas for 20 years, last seven of which he was managing director; he is now vice president and assistant general manager of Texas State Network and vice president of KABC San Antonio, WACO, KRIO and KFJZ Fort Worth. Mr. Cagle is president, director and general manager of Texas State Network, KFJZ, KABC, WACO and KRIO; he also owns 34% of capital stock of Texas State Network, which in turn owns 100% of capital stock of KFJZ, WACO and KRIO; Texas State Network is applicant for new television station in Fort Worth; Mr. Jordan also owns 20% capital stock of WBBT Big Spring, Tex. Filed March 27.

WROM Rome, Ga. — Assignment of license from Dean Covington, who now holds 60% interest in Coosa Valley Radio Co., to Edward McKay and Charles E. Doss, who now each hold 20% in-

(Continued on page 134)

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MARCH 27

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,337	2,318	94	322	220
FM Stations	641	573	81	9	10
TV Stations	108	93	15	520	183

(Also see Actions of the FCC, page 133)

KCNA

TUCSON

COVERS

SOUTHERN ARIZONA

5000

WATTS

580 KC

Ask

Geo. Hollingbery

FARMERS

Prefer WIBW because we've served their interests for 25 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

NEWS SOURCES

Kentucky Votes Protection

REVISED legislative statutes of Kentucky providing privilege to radio and television broadcasters as well as to newspapermen are expected to become law this week. The amendment to the existing law, KRS 421.000, was passed in the state senate March 18 with a vote of 30 to 0 after similar passage by the house Feb. 5 with a tally of 77 to 0.

The privilege provision reads: "No person shall be compelled to disclose in any legal proceedings or trial before any court or before any grand jury or petit jury or before any presiding officer of any tribunal or his agent or agents or before the general assembly or committee thereof or before any city or county legal body or any committee thereof or elsewhere the source of any information procured or obtained by him and published in a newspaper by which he is engaged or employed or with which he is connected." The amendment adds "or by a radio or television broadcasting station" immediately after the word "newspaper."

Walter R. Metz

WALTER R. METZ Sr., 63, vice president of Sandhills Broadcasting Corp., licensee of KCOW Alliance, Neb., died March 14 from injuries received in an automobile accident two days previous. A prominent local attorney, Mr. Metz was instrumental in establishing the station in 1949, serving as board member and vice president since that date.

Personna Blades Buys

PERSONNA BLADE Co., New York, (single-edge, double-edge and injector blades), in connection with its 1952 advertising program declared one of the most extensive in company's history—is using radio spot announcements in eight major markets and TV spots in two. Agency: J. D. Tarcher & Co., New York.

FCC actions

MARCH 21 THROUGH MARCH 26

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 132.

March 21 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 4

WMBR-TV Jacksonville, Fla.—CP to change ERP from 14.8 kw vis., 7.4 kw aur., to 100 kw vis., 50 kw aur., change ant., etc. Antenna height above average terrain 438 ft.

License for CP

KUTE (FM) Glendale, Calif.—License for CP, as mod., which authorized new FM station.

WPRS-FM Paris, Ill.—License for CP which authorized new FM station.

WDSC-FM Dillon, S. C.—License for CP which authorized new FM station.

WKRG Mobile, Ala.—License for CP which authorized increase in N power.

Modification of CP

WLEU-FM Erie, Pa.—Mod. CP, which authorized new FM station, for extension of completion date.

WBEN-TV Buffalo, N. Y.—Mod. CP, which authorized changes in TV station, for extension of completion date to Nov. 11.

Application Amended

KTHT Houston, Tex.—Mod. CP, which authorized frequency change, power increase, DA-DN, etc., AMENDED to change name from Roy Hofheinz and W. N. Hooper, d/b as Texas Star Bcstg. Co., to Roy Hofheinz.

The Peru Bcstg. Co., Peru, Ind.—Application for new AM station on 860 kc with 250 w D, AMENDED to change name of applicant from Robert B. McGregor, Walter K. Hertzog and Lawrence L. Hanson to Robert B. McGregor, Walter K. Hertzog, J. Lingle Whitehouse, Vernice E. Baxter and John W. Honeycutt.

WGMS-FM Washington, D. C.—License for CP, which reinstated CP as mod., authorizing new FM station, AMENDED to change name from WQQW Inc. to The Good Music Station Inc.

Extension of Authority

WKBW Buffalo, N. Y.—Extension of authority to transmit programs to CFRA Ottawa, Canada.

License Renewal

Following stations request renewal of license:

KCRS Midland, Tex., WCTA-FM Andalusia, Ala. (informal request), WABB-FM Mobile, Ala. (informal request), WDSU-TV New Orleans, La., and KQ2XBB Detroit, Mich. (experimental TV station operated by Radio Electronics Television School).

PERMIT FORFEITED

CP for Ant. Site Change Deleted

WIMS-FM Michigan City, Ind.—CP for ant. site change for licensed FM station deleted because construction not completed within time specified on CP.

March 24 Decisions . . .

BY FCC BROADCAST BUREAU

Granted License

WDXY (FM) Spartanburg, S. C.—Granted license covering changes in FM station: 100.3 mc (Ch. 263), 9.2 kw, ant. 420 ft.

Granted CP

WXEL (TV) Parma (Cleveland), Ohio—Granted CP for changes in facilities: ERP from 21 kw vis., 13 kw aur., to 7.5 kw vis., 3.8 kw aur., install new ant.; new ant. 776 ft. above ground, 1,000 ft. above average terrain (12 bay instead of present 6 bay).

KEYL (TV) San Antonio, Tex.—Granted CP for changes in facilities: ERP from 17.7 kw vis., 8.8 kw aur., to 15.6 kw vis., 7.8 kw aur., change type ant.; ant. height above average terrain 445 ft.

KRON-TV San Francisco—Granted CP to modify existing nondirectional ant. to DA to increase service area, reduce ERP from 14.5 kw vis., 7.7 kw aur., to 9.6 kw vis., 4.8 kw aur., etc.

Granted Request

WWVA-FM Wheeling, W. Va.—Granted request for reconsideration of FCC Broadcast Bureau action, granting application for extension of completion date and for deletion of same as unnecessary.

Extend Completion Date

WLEU-FM Erie, Pa.—Granted mod. CP for extension of completion date to April 19.

WRSW Warsaw, Ind.—Granted mod. CP for extension of completion date to May 31.

WIVI Christiansted, Virgin Islands—Granted mod. CP for extension of completion date to April 15, cond.

March 24 Applications . . .

ACCEPTED FOR FILING

Amend CP

WBAM Montgomery, Ala.—Mod. CP, as mod., which authorized new AM station, to change trans. and main studio locations from Highway 231 at Barachais cross-roads, near Montgomery, to Highway 231 at Catoma Creek cross-roads, near Montgomery, AMENDED to change trans. and main studio location to Highway 231, 3½ mi. S. E. of Montgomery city limits.

Amend Applications

WPIN Clearwater-St. Petersburg, Fla.—Mod. license to change station location from Clearwater, Fla., to Clearwater and St. Petersburg with main studios in Largo and St. Petersburg, AMENDED to change station location from Clearwater-St. Petersburg to St. Petersburg, with main studio location at St. Petersburg and change trans. location from Largo to St. Petersburg; also, change CP.

WOL Washington—Application to change frequency from 1450 kc to 1460 kc, increase power from 250 w to 5 kw, install DA-DN, etc., AMENDED to change trans. location.

To Change Location

WSAL Logansport, Ind.—CP to change station location from Logansport, Ind., to Longansport-Peru, Ind., install synch. amp. near intersection of U. S. Hwy. 24 and Paw Paw Pike.

Extend Authority

WRNY Rochester, N. Y.—Extension of authority to transmit programs to CFRA Ottawa.

License for CP

WSPE (FM) Springville, N. Y.—License for CP, as mod., which authorized new non-commercial educational FM station.

WPAR-FM Parkersburg, W. Va.—License for CP, as mod., which authorized new FM station.

WCMY Ottawa, Ill.—License for CP, as mod., which authorized new AM station.

KEPO El Paso, Tex.—License for CP, as mod., which authorized power increase, changes in DA, etc.

Modification of CP

WJFR Caguas, P. R.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

WDMJ Marquette, Mich.—Mod. CP, as mod., which authorized frequency change, power increase, DA-N, change trans. location, etc., for extension of completion date.

License Renewals Resubmitted

WDEC Americus, Ga. — RESUBMITTED application for renewal of license.

WTJH East Point, Ga.—RESUBMITTED application for renewal of license.

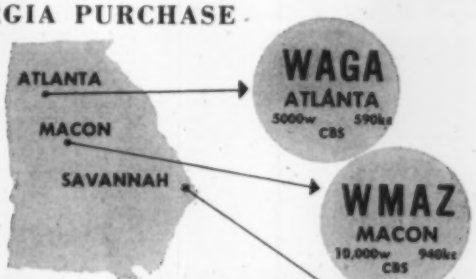
APPLICATION RETURNED

WOOF Dothan, Ala. — RETURNED application for license for CP, as mod., which authorized power increase, change in studio and trans. location, etc.

(Continued on page 134)

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



THE GEORGIA TRIO

represented individually and as a group by THE KATZ AGENCY, INC.

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WKBV

TO REACH INDIANA'S LARGEST SINGLE STATION CITY

WKBV ABC

Represented Nationally by ROBERT MEEKER ASSOCIATES

FCC Actions

(Continued from page 133)

March 26 Decisions . . .

COMMISSION EN BANC

To Remain Silent

KPOR (FM) Riverside, Calif.—Granted authority to remain silent until May 22 pending action on assignment to trustee in bankruptcy. Station not to resume broadcasting without prior Commission authorization after assignment of CP.

Extend Remote Control

WGST-FM Atlanta, Ga.—Granted extension of special experimental authority to operate WGST-FM by remote control until Oct. 1, 1952, with same conditions as those of original grant.

Amended FCC Order

WEBK Tampa, Fla.—Amended Commission's order of Jan. 3, 1952, which designated for hearing application of WEBK, et al, to make WGRA Cairo, Ga., party to proceeding solely with respect to application of WEBK.

AM License Renewals

Following AM stations granted renewal of licenses for regular period:

KGON Oregon City, Ore.; WAGF Dothan, Ala.; WELR Roanoke, Ala.; WFMH Cullman, Ala.; WFOM Marietta, Ga.; WGRA Cairo, Ga.; WHBB Selma, Ala.; WHTB Talladega, Ala.; WIBB Macon, Ga.; WJBF Augusta, Ga.; WJMW Athens, Ga.; WMLS Sylacauga, Ala.; WNPT Northport, Ala.; WPBB Jackson, Ala.; WTBC Tuscaloosa, Ala.; WTOC Savannah, Ga.; KIND Independence, Kan.; WGAD Gadsden, Ala.; WJAM Marion, Ala.; WAUD Auburn, Ala.; WAYX Waycross, Ga.; WBHP Huntsville, Ala.; WBLJ Dalton, Ga.; WDWD Dawson, Ga.; WFRP Savannah, Ga.; WGSV Guntersville, Ala.; WILD Birmingham, Ala.; WIRB Enterprise, Ala.; WMOC Covington, Ga.

FM License Renewals

Following FM stations granted renewal of licenses for regular period:

WCOV-FM Montgomery, Ala.; WLAG-FM LaGrange, Ga.; WLET-FM Toccoa, Ga.; WMAZ-FM Macon, Ga.; WRFS-FM Alexander City, Ala.; WSAV-FM Savannah, Ga.; WSB-FM Atlanta, Ga.; WOMI-FM Owensboro, Ky.; WAVU-FM Albertsville, Ala.; WAFM Birmingham, Ala.; WBGE-FM Atlanta, Ga.; WGST-FM Atlanta, Ga.; WFMH-FM Cullman, Ala.; WABB-FM Mobile, Ala.; WCTA-FM Andalusia, Ala.; WDEC Americus, Ga.; WTJH East Point, Ga.; WBML-FM Macon, Ga.; WGOV-FM Valdosta, Ga.

AM-FM Licenses Extended

WATL-AM-FM Atlanta, Ga.—Granted temporary extensions of licenses until July 1, 1952.

TV License Renewals

Following TV stations granted renewal of licenses for regular period:

WBTV Charlotte, N. C.; WKTV Utica, N. Y.; WNBQ Chicago; WNBT New York; WNBW Washington; KSTP-TV St. Paul, Minn.; WAFM-TV Birmingham, Ala.; WAGA-TV Atlanta, Ga.; WBRC-TV Birmingham, Ala.; WLTV Atlanta, Ga.; WNAC-TV Boston; WTCN-TV Minneapolis, Minn.

Experimental TV Renewals

Following experimental TV broadcast stations were granted renewal of licenses for regular period:

Associated Broadcasters Inc. KG2XAZ, Areas, Bethlehem, Easton and Allentown, Pa.; The Radio Electronic Television School—FM Div., KQ2XBB Detroit, Mich.; Columbia Bcstg. System, KE2XIA New York; Federal Telecommunication Labs. Inc., KE2XHZ Nutley, N. J.; Kansas State College of Agr. & Applied Science, KA2XBD Manhattan, Kan.; National Bcstg. Co. KC2XAK Stratford, Conn.; Television Calif., KM2XCW San Francisco; Philco Corp., KG2XCV Philadelphia; Pacific Video Pioneers, KM2XAZ Area Signal Hill, Calif.; Zenith Radio Corp., KS2XBR Chicago; Zenith Radio Corp., KS2XBS Chicago.

ACTIONS ON MOTIONS

By Comr. Robert F. Jones

Chief, FCC Broadcast Bureau—Granted petition of March 7 for extension of time to March 17 to file opposition to petition filed by WAFB Baton Rouge, to set aside initial decision, reopen record, and be made party in proceeding re application of Brazosport Bcstg. Co., Freeport, Tex.

WAFB Baton Rouge, La. — Granted request for dismissal of its petition to set aside initial decision in proceeding re application of Brazosport Bcstg. Co., Freeport, Tex.

Chief, FCC Broadcast Bureau—Dismissed as moot petition for extension of time in which to file an opposition to petition of WAFB requesting that initial decision in matter of Brazosport Bcstg. Co. be set aside.

City Bcstg. Corp., Nashua, N. H. — Granted motion for extension of time to April 18 in which to file exceptions to initial decision re its application and that of WHOB Gardner, Mass.

WPIX (TV) New York—Granted petition to amend its application so as to explain how median value of field intensity was established and to furnish tables giving values of sector median measured field intensity for WPIX (TV).

By Hearing Examiner Elizabeth C. Smith

Frank D. Tefft Jr., Big Rapids, Mich.—On Commission's own motion, ordered that exhibits 18, 19 and 20 be received in evidence in this proceeding; and further ordered that record be closed.

By Hearing Examiner J. D. Bond

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla., and Alabama-Gulf Radio, Foley, Ala., and WEBK Tampa, Fla. — On Commission's own motion continued until April 14 further hearing in this proceeding, presently scheduled to commence on April 9 at Washington.

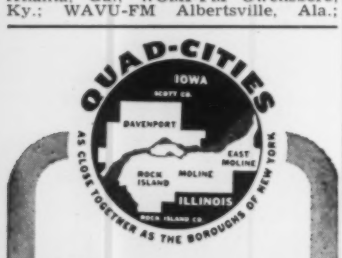
Oakland Bcstg Co., Pontiac, Mich.—Granted motion for continuance to April 22 hearing re its application and that of John C. Pomeroy, Pontiac, Mich.

FCC Roundup

(Continued from page 132)

terest. Mr. Covington sells 26⅔% interest to Messrs. McKay and Doss so all three partners will have equal (33⅓%) interest. Messrs. McKay and Doss each will pay $4,000 to Mr. Covington for their respective 13⅓% interests. Filed March 27.

KSAM Huntsville, Tex.—Assignment of license from Harvard C. Bailes and M. B. Cauthen to Mr. Cauthen and Theodore F. Lott. Mr. Lott will pay $8,000 for Mr. Bailes' interest and will assume one-half of assignor's liabilities. Mr. Lott is assistant manager of KSAM and former pastor of First Baptist Church, Mission, Tex. Mr. Cauthen, in addition to his 50% interest in KSAM, is owner-operator of M. B. Cauthen Lumber Co., Huntsville. Resubmitted March 27.



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Les Johnson, V.P. and Manager

Quad-Cities' favorite

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Registration

[Management]

(Continued from page 105)

Ware, William E., KSTL St. Louis, Mo.
Warner, Mel J., WCEC Rocky Mount, N. C.
Warren, Charles C., WCMI Ashland, Ky.
Wasilewski, Vincent T., NARTB Washington, D. C.
Waugh, Irving C., WSM Nashville, Tenn.
Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Wayne, Elmer O., WJR Detroit, Mich.
Webb, Frank V., KFH Wichita, Kans.
Weber, Ted, WGN Chicago, Ill.
Weed, Joseph J., Weed & Co., New York
Wehrman, H. F., WTPS New Orleans, La.
Weidman, Floyd E., WEWS Cleveland, O.
Weis, Pierre, World Broadcasting System, New York
Welch, Miller, WLAP Lexington, Ky.
Weldon, Edwin S., WXLW Indianapolis, Ind.
Weldon, William H., Blair-TV, Inc., New York
Wells, Keith G., KGBX Springfield, Mo.
Welpott, Raymond W., WGY Schenectady, N. Y.
Whaley, Storm, KUOA Siloam Springs, Ark.
Whatley, Jean, WRFS Alexander City, Ala.
Whatley, Jim, WRFS Alexander City, Ala.
Wheelahan, Harold, WSMB New Orleans, La.
Wheeler, Edward A., WEAW Evanston, Ill.
Wheeler, LeMoine C., WHEC Rochester, N. Y.
White, Frank, MBS New York
White, William P., KFJB Marshalltown, Iowa
Whiting, Lee L., KEYD Minneapolis, Minn.
Whitlock, Wm. C., KRES St. Joseph, Mo.
Whittenburg, Elizabeth Jo, NARTB Washington, D. C.
Wiig, Gunnar O., WHEC Rochester, N. Y.
Wilkinson, Glen A., Wilkinson, Boyden, & Cragun, Washington, D. C.
Wilkinson, Vernon L., Haley, McKenna & Wilkinson, Washington, D. C.
Willard, A. D. Jr., WGAC Augusta, Ga.
Williams, Ben, WTOC Savannah, Ga.
Williams, J. P., Transcription Sales, Inc., Springfield, O.
Williams, Robert E., WFML-FM Washington, Ind.
Williamson, W. P. Jr., WKBN Youngstown, O.
Willis, J. E., WLAP Lexington, Ky.
Wilson, David, WSLI Jackson, Miss.
Windsor, Walter M., WGBA Columbus, Ga.
Winger, Earl W., WDOD Chattanooga, Tenn.
Wismer, John F., WHLS Port Huron, Mich.
Wiswell, Andrew M., Associated Program Service, New York
Witting, Chris J., DuMont Network, New York
Wodlinger, Mark, WOC Davenport, Iowa
Wolfson, Mitchell, WTVJ Miami, Fla.
Woodall, Allen M., WDAK Columbus, Ga.
Wooddell, Ken, WLBH Matoon, Ill.
Woodruff, Jim W., WRBL Columbus, Ga.
Woods, W. W., WHO Des Moines, Iowa
Woolf, Robert S., DuMont Network, New York
Wooten, Hoyt B., WREC Memphis, Tenn.
Worley, David R., KTFY Brownfield, Tex.
Wray, E. Newton, KTBS Shreveport, La.
Wyatt, W. Judd, KMMO Marshall, Mo.

Y

Yerian, James O., WBNS Columbus, O.
Youngsteadt, R. W., WPTF Raleigh, N. C.
Younts, Jack S., WEEB Southern Pines, N. C.

Pre-Registration List Engineering Conference 30th Annual NARTB Convention

A

Adler, Ben, Adler Communication Labs., New Rochelle, N. Y.
Allen, Walter H., KALB Alexandria, La.
Anderson, Furn. D., KSIB Creston, Iowa
Andrews, Fred M., WROL Knoxville, Tenn.
Andrews, John S. WBLJ Dalton, Ga.
Antony, W. E., KWKH Shreveport, La.
Arvidson, Paul, WOC Davenport, Iowa

B

Bailey, Stuart L., Jansky & Bailey, Washington, D. C.
Bain, David, RCA Camden, N. J.
Baker, B. C., WDEF Chattanooga, Tenn.
Baldwin, John, KDYL-TV Salt Lake City, Utah
Barnes, Paul C., WFAA-TV Dallas, Texas
Bartlett, F. F., KSO Des Moines, Iowa
Bartlett, Harold W., KFDM Beaumont, Texas
Battison, John H., Nat'l. Radio Inst., Washington, D. C.
Bauer, Fritz, KWTO Springfield, Mo.
Beater, George, FCC Chicago, Ill.
Benham, Edward E., KTTV (TV) Hollywood, Calif.
Bias, F. J., Genl. Elec. Co., Syracuse, N. Y.
Binns, F. D., WLAC Nashville, Tenn.
Borsi, Peter N., FCC Chicago, Illinois
Bretherton, Thomas S., WTOL Toledo, Ohio

(Continued on page 173)

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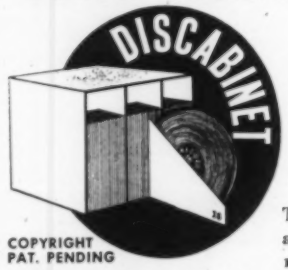

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programs promotion premiums

AS ENCOURAGEMENT to other broadcasters that radio is here to stay, a limited number of recordings of WGY Schenectady's 30th anniversary open house celebration are being distributed to other stations in the area. Discs of anniversary activities which 20,000 people from 231 cities reportedly attended are designed to show that radio remains and will continue to be an integral part of American life" according to R. B. Hanna, station's general manager.

INDUSTRY ON TV

MAJOR industries in the western New York area are being saluted with new show, *Made in Buffalo*, on WBEN-TV Buffalo each Sunday. Films, demonstrations and panels are included in the show which is presented in cooperation with the industrial liaison office of the U. of Buffalo.

CHILD CARE SERIES

SERIES of child care programs, *Bringing Up Baby*, will be telecast by WAAM (TV) Baltimore in cooperation with several community organizations beginning April 6 and continuing each Sunday thereafter through May 25. Each program will feature an educational film dealing with problems of caring for young children followed by a discussion featuring guest experts.

CAREER OPPORTUNITIES

KENN College, Cleveland. will present a series of *Career Opportunities* in seven half hour shows on WXEL (TV) to depict for high school students various fields which are open to them. Format will be question and answer panel featuring experts in the field under discussion.

WPTZ (TV) CLAIMS 'FIRST'

FIRST telecast of a major surgical operation over an open network is claimed by WPTZ (TV) Philadelphia. Unique program took place at U. of Pennsylvania hospital. Last 10 minutes of a two and a half hour operation was seen by viewers. Program was first in a series, *the American Tradition*, devoted to the university.

EXPENSIVE MISTAKES

DUBBING March 21 as National Smile Day, Bud Bentz, disc jockey, WPAZ Pottstown, Pa., offered to give away $1 each time a listener caught him fluffing and to donate $1 to their favorite charity. Telephones jingled all day long, station reports, and at the end of the day, Mr. Bentz was out $30 for having erred 15 times.

KARK SPONSOR HONORED

DISABLED Veterans in Little Rock, Ark., awarded a citation to Robert L. Curran, general manager of Arkansas-Louisiana Gas Co., on behalf of company's sponsorship of *I Was a Communist for the F.B.I.* which will be aired over KARK Little Rock. Presentation on behalf of the national organization was made in the KARK studios when 75 civic leaders gathered to hear one of the programs before they are broadcast.

KPOA ISLAND PROMOTION

CANS of coconut chips are being mailed to timebuyers and advertisers by KPOA Honolulu promoting the Hawaiian Islands as supplier of America's sugar, the world's pineapple and a large Hawaiian coffee crop. Letter accompanying the coconut points out some details on the station in the island radio picture.

HIGHEST BIDDER

AUCTIONING of Spook Beckman, funmaster of *Big Bear Dollar Derby* on WLWC (TV) Columbus, will take place on the April 2 show. Spook and his services as valet, house-cleaner, waiter and jack-of-all-trades will go to the highest bidder for his services for a day. "Employer" will also appear on Mr. Beckman's show to relate details on his domestic ability.

SAD BUT TRUE

PUTTING three more women drivers on the road will come as bad news to most of the opposite sex but that's what WTMJ-TV Milwaukee plans to do. Series of seven weekly half hour classes in driving will be televised on *Woman's World* with Beulah Donohue each Friday. Series will cover everything from rudimentary explanation to presentation of licenses. The instructors will be men.

SUPPLY AND DEMAND

SHAMROCKS were in great demand on March 17 in Philadelphia according to George Skinner, m.c. of daily *Let Skinner Do It* on WPTZ (TV). Prior to wearin'-of-the-green day, he mentioned on the show that 500 sprigs of shamrock were being flown from Erin and would be given to the first 500 people requesting them. Station reports 3,000 requests poured in the next day. Five hundred were picked at random leaving Mr. Skinner with 2,500 disappointed Irishmen on his conscience.

SIMPLE AS ABC

ALL CAMERAS were focused on WMAL-TV Washington March 26 when tour of its TV facilities was telecast by the ABC affiliate. Use of equipment was explained to the viewer by station commentators and personalities in the course of the program appropriately titled *The ABC's of Television*. Demonstration of how a "remote" is executed was given the viewer with a trip to Capitol Hill for a telecast originating from that point.

TV'S FISH STORY

WITH advent of TV, fishing has become a spectator sport according to WBZ-TV Boston and WRGB (TV) Schenectady. *Goin' Places With Gadabout Gaddis*, a Beacon Television Feature, soon to be seen additionally on WTMJ (TV) Milwaukee, enables armchair fishermen to sit in their living rooms and enjoy the great outdoors at the same time. Survey in Boston indicates only 68% of Gadabout's regular viewers have actually done any fishing.

WOL PUNSTERS SHOW

PLAY-ON-WORDS show, *The Punsters*, is being aired on experimental basis by WOL Washington every Sunday. Karl Bates, LBS director of news in Washington, directs a word or phrase at a three-man panel and within an allotted amount of time, panel fires back puns using the phrase Mr. Bates put to them. New set of panelists are presented each week.

WHAT'S IN A NAME?

CALLING card promotion is being used by Sid McIntosh, sales representative for KTFY Brownfield, Tex. Cartoon of man in kilts points to the sentence "the thrifty Scotchman was here." Concluding line reminds recipient that "wherever you go there's radio."

SUMMER LISTENING

REASONS for increasing summertime advertising in Michigan are developed in booklet distributed by WJR Detroit. Statistics on the state and its summer sales potential back up theme that "Michigan —always good—is twice as good in the summer." Copy emphasizes that 4,500,000 vacationers visit the state each year and summer advertising in Michigan reaches almost twice as many people as it does ordinarily.

WHIM RATES CHANGE

PRICES have gone up at WHIM Providence, R. I., but not for the usual reason of the printed media. General Manager Bob Engles announced the 20% increase and said the boost was necessary not because of increased cost in operation, but because the station's audience has almost doubled during the past year.

Mr. Frank Stanton
President CBS
New York City

Dear Frankie:

Folks 'round Charleston, West Virginny, likes WCHS so much th' boys deecided ter stay on th' air all night! Yessir, Frankie, yer network now has 'nother 'round-th'-clock radio station ter keep folks alissenin' CBS wise. Th' boy who does th' all-night shift is Doug Martin —called Th' Nightowl fer short. He takes over at one in th' mornin', an' 'long with his patterin' an' platterin', he is a sellin' thin's terfolks on Staten Island, in Texas, an' Loosyiana, an' entertainin' th' sorority gals at a Eastern school. Jest goes ter show whut 5000 watts on 580 kin do whin yuh clears th' way fer it! Jest wanted yuh ter know thet WCHS is right on th' ball—a purty danged good 'fillyate fer a network ter have!

Yrs.

Algy

WCHS
Charleston, W. Va.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

See it now!

the ALL-NEW

RCA Camera

↓

on the

Exhibit Floor

at the

NARTB Convention

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

FREE SPEECH

"THE STRUGGLE to establish freedom of expression in broadcast publication will be the most significant battle of the next 15 years," Jim Allard, general manager of the Canadian Assn. of Broadcasters, told the CAB members at their annual convention in Toronto on March 26 (see story, page 48).

"The more enlightened sections of the printed press realize this fully and we have their complete support. They realize that the press cannot exist half-slave, half-free. The struggle will not be an easy one, nor a short one; there are no easy solutions. But it is a battle of fundamental significance."

Canadian broadcasters are becoming aware of their battle and the powers of censorship and regulation which the government's Canadian Broadcasting Corp. has over broadcasters as the licensing body, regulatory body and competitor for commercial business, CAB was told. Other Canadian broadcasters also are bringing the problem to the business men and community leaders throughout Canada.

George Chandler, CJOR Vancouver, in a brief distributed in western Canada this month, pointed out that because of government regulatory powers over radio programs broadcast stations do not enjoy the same freedom of expression as do other forms of mass communication.

Radio-TV's Position

Mr. Allard pointed out that the CAB directors have told Canada's Parliamentary Radio Committee that radio and television broadcasting are publishing; that broadcasting has become a basic means of communication of news, ideas and information; that all other forms of publication operate within the general framework of the law which allows disputes to be settled by third party judgment.

Mr. Allard stated Canadian broadcasting stations and everything they publish remain under a strict government agency which is not under direct control of Parliament but of the executive arm of any government that may happen to exist. He stated that the CAB is urging legislators to change the present system to give stations freedom to operate under the law and that necessary powers of review and regulation be embodied within a separate regulatory body not connected with any broadcasting system.

"We are now engaged in the same battle that the printed form of publication won—the right to provide news and views without censorship and arbitrary controls. It is a battle that may be long in the waging, but that we should, and must, continue to wage until it is won or until the belief in freedom perishes in the hearts of men," Mr. Allard stated.

Mr. Chandler pointed out that "for clean thinking on radio we must think separately of the licensing of radio broadcasting stations and of the regulations of programs."

He emphasized that men engaged in the direction and operation of a large government corporation as the Canadian Broadcasting Corp. naturally have a different perspective than private broadcasters. Because of this difference in outlook, Mr. Chandler felt, these men are not in a proper position to control the licensing of radio broadcast stations and the regulation of programs of private broadcast stations.

He dealt in detail with the fact that the CBC not only is the actual licensing authority for private broadcasting stations in Canada, through its recommendations to the Dept. of Transport, but that it also has complete regulatory power over the programs of private broadcast stations.

"The need for licensing radio and for technical regulations is purely technical and is as simple as the need for a land registry office," Mr. Chandler said. "Therefore power over licensing has no place in the CBC. Program regulations of the CBC constitute an abridgement of freedom of speech and should be eliminated. A new licensing procedure is available which has none of the disadvantages of the present procedures and has many advantages over the present procedures. Radio broadcasting, which has rapidly become the most important form of publishing in North America, does not enjoy the same freedoms as the forms of publishing dealing with the printed word."

Canadian Broadcasters Hear of Campaign

CBS OFFICE WORKERS

L.A. Pact Signed; 15% Boost

OFFICE Employes International Union (AFL) voted last Tuesday night to accept the offer of CBS Hollywood for a 15% weekly wage increase for 175 office workers in 21 classifications, thus averting a threatened strike.

The one year contract, signed as of March 1 and retroactive to January 1, gives OEIU the right to arbitrate further wage increase demands which, if granted, also would be retroactive to January 1. CBS and OEIU agreed to accept the recommendation of an arbitration board to be set up with one member each from CBS, OEIU and the American Arbitration Society.

Contract also specifieds three weeks vacation with pay for those employed five years or more; double pay on holidays; time and a half after eight hour day; guarantee of five-day, 40-hour week; provision that each employe must have 12 hours off between each working day period, otherwise he receives time and a half.

CAB Meets

(Continued from page 48)

& Co., Montreal, representing agencies, and Walter Powell, Canadian Broadcasting Corp., Toronto, representing stations. Financial report showed ample funds to cover expenses of the 1952 survey.

Recommendations to the broadcasting industry to create and maintain a fulltime qualified research director to coordinate research for the industry was made by a committee of BBM in report prepared at request of CAB.

The committee estimated a budget of $25,000 annually would be needed to start such a research directorate which would eliminate present confusion in rating reports, increase efficiency by conducting continuing tests, eliminate waste by developing specifications, assure more and better research and maintain leadership among mass communication media for internal research. The committee was headed by Wis. McQuillin, radio director, Cockfield Brown & Co., Toronto.

Advertising is playing a critical part in continuing and spreading our way of life, Mr. Mitchell told a joint luncheon meeting of CAB and the Toronto Ad and Sales Club on Tuesday. He urged advertising men to remember that advertising is a force which can make or break our civilization.

Schwerin Talk

Horace Schwerin, president of Schwerin Research Corp., New York, told Canadian broadcasters they can learn from mistakes made in the U. S. and take review of their medium before the advent of television in Canada. He announced that Canadian Facts Ltd., Toronto, will begin research of Canadian radio commercials under his system. He showed in an illustrated talk how his program research has helped broadcast programming in America.

Top station executives should take time at least once monthly to study station operation as an outsider, E. B. Chown, Toronto management consultant, told broadcasters at Wednesday morning session.

How NBC handles cost control of its owned stations was told by Hamilton She, NBC New York. He pointed to need of budget plans, quick financial statements, frequent studies of operating and service department costs and personal factors in cost control.

Pat Freeman, CAB sales director, reported on the year's operations and gave a list of important national and international non-radio advertisers who plan using Canadian broadcasting. Sales meeting dealt with resolutions on contract changes, simplifying rate cards and recommendations for multiple ownership companies. All changes made become effective July 1.

Wednesday afternoon's closed business meeting heard a report from Jim Allard, CAB general manager. Among other recommendations, he urged all Canadian sta-

JOHN J. GILLIN Jr. Memorial Award is presented at Canadian Assn. of Broadcasters' meeting in Toronto to CJOC Lethbridge. Accepting award for station from CAB Chairman Malcolm Neill (l) is Bill Guild. Trophy was awarded, for second time since its creation, to Canadian station doing most outstanding public service in 1951. Clock-barometer is given as permanent trophy.

* * *

tions to file applications for television in order to protect their interests from others desirous of entering television when CBC opens the new medium to privately owned stations.

Mr. Allard also reported on Canadian copyright hearings. He urged establishment of a finance committee, expanded sales committee and talent committee to deal with greater use of local talent.

Reports on operations in Canada and the U. S. of BMI were given by Bob Burton and Carl Haverlin of BMI New York. Mr. Burton dealt with growth of BMI Canada Ltd. Mr. Haverlin emphasized the new BMI projects in the U. S.

Recommendations and resolutions at the closed business session included changing the number of directors from 11 to 12; life honorary presidency for Harry Sedgwick, CFRB Toronto; study of editorial use by stations, and discussion with CBC on revision of outdated regulations governing Canadian broadcasting.

John J. Gillin memorial award to CJOC Lethbridge and Canadian General Electric Award to CJOR Vancouver were made at the annual dinner Wednesday.

Civil defense, unattended transmitter operation and local sales were discussed at Thursday sessions with evening session devoted to recommendations for establishment of a research directorate.

Candidate Sponsors Game

REALIZING the impact of radio advertising, Melvin McKay, mayor of Rock Island, Ill., and Republican candidate for Congress at the primary elections scheduled for April 8, sponsored the Illinois High School Basketball Tournament on WQUA Rock Island as a public service. The candidate, however, did not neglect to mention the coming election in his announcements.

See it now

(see exactly what you get)

in the

RCA "Basic Buy"

for TV

The whole Equipment Package set up and operating on the exhibit floor at the NARTB Convention

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

CHESAPEAKE AAAA Discuss Media Costs

"RADIO has gone overboard in permitting itself to be re-evaluated on the narrowest possible basis" and agencies should weigh its results objectively along with those of other media to maintain balance in advertising appropriations, BAB President William B. Ryan asserted last week.

Mr. Ryan addressed a meeting of the Chesapeake Chapter of the American Assn. of Advertising Agencies at the Hotel Sheraton-Belvedere in Baltimore last Monday. He spoke on "Radio, TV or Both," along with Edward Shurick, CBS-TV Network Sales, who presented television's case.

The BAB President recognized at the outset that "television is here to stay indefinitely" and made plain that his organization is "not dedicated to killing off TV or any other medium."

Chief arguments for radio in Mr. Ryan's talk to the chapter—one of 15 AAAA groups—were these:

(1) There are 20 million automobile radios alone in the U. S.—about five million more than TV sets.

(2) Radio still offers the best dollar-per-thousand listeners buy, with an advantage of between 12% and 65% per dollar in talent over TV in number of homes reached.

(3) BAB has launched a campaign to include radio in TV receivers, with cost "low" at the factory level. Manufacturers sold nine million radio sets last year "without any advertising at all just because people wanted them."

(4) TV is "rapidly selling itself out of the local market." Moreover, TV talent costs are bound to rise and talent "will wear out fast."

(5) Daytime TV probably will never approach daytime radio's effectiveness in selling the American housewife.

(6) Radio listening is still high in TV-penetrated markets like New York; there are more radio sets in use in TV homes than in non-TV homes. There are 27 million radio-only homes but "no TV-only homes."

Mr. Shurick decried current controversy over TV's high costs as largely "scare talk." He made these points:

(1) The advertiser should enlarge his budget to use both radio and TV "because of television's man-made limitations."

(2) More families use TV in some 63 markets during the evening (8 p.m.-12 midnight) hours than radio attracts in all markets. Daytime video will continue to show progress.

(3) TV program cost actually was, in one instance, one-third less per-thousand "homes reached" in January 1952 compared to January 1951 and, while TV time costs increased five-fold since January 1949, gross circulation is now 20 times greater.

(4) "Superficial research is detrimental to TV" because its true effectiveness lies in the cash register.

Outside TV's Range

Noting that radio has gone back to "fundamentals" in its re-anlysis, Mr. Ryan cited statistics on radio and TV homes and pointed out that nearly 40% of the population is outside of video reception range. BAB, he said, has conducted the first national check on auto radios, adding, "We've been giving away automobile listening."

Pointing out that advertisers are interested only in results, Mr. Ryan said "BAB is throwing out the rating concept on buying time. The rating services are not fully accurate. They don't measure cumulative audience and listening and looking in homes with more than two sets."

The BAB chief also noted over 130 tests measuring radio against newspapers but said there are few on radio vs. TV. One such test, however, gave radio a 2½-1 advantage in one market involving the same merchandise, expenditures and time used.

In response to a question, Mr. Ryan noted radio rates have remained "static" for years and said he has no objection to a "fair evaluation of radio." Other media should be examined just as closely, however, he declared.

The effect of high national TV rates has produced a "seeming reluctance" by department stores to buy time, he added, stressing radio's "carry-over impressions," factor of "equity" over a long period of time and good will built by advertisers using radio. TV does not require this mental participation, because "it is all-absorbing" and "you are a spectator." Retailers and wholesalers have a vital stake in this factor, he added.

"If the characteristics of TV made it necessarily the best advertising medium, the motion picture people would have enjoyed considerably more success in selling advertising in their theatres than they have," he observed. This factor will be "tremendously greater" in radio, he said.

Facts Not Known

Mr. Shurick felt that TV has been slow in "telling its story" and noted that "television today has a circulation greater than the combined circulation of the three top national magazines." As to time costs, he noted, the ratio of increase for cost to circulation is about one to three—15.5% to 40.3%. "Final per-telecast figure is actually lower than it was a year ago.

Nighttime circulation cost per-thousand viewers has declined from January 1949 to January 1952 from $8.68 to $2.40. He alluded to a CBS Television cost-circulation survey released to advertising agencies and other groups this week.

Findings are based on a study by the network last fall comparing CBS TV evening shows for November 1950 and 1951. Study embraces relationship between TV costs (time and talent) and increased number of "homes reached."

Highlights of the study, released under the signature of Fred W. Thrower, vice president in charge of CBS Network Television Sales, are these:

(1) Average program and time costs for November 1951 were 50% greater than in November 1950.

(2) Average number of homes for same period was 92% higher.

(3) Average cost-per-thousand "homes reached" (same period) was 23% lower.

Mr. Shurick used these figures to refute "scare talk" about video's rising costs—"the result of superficial research."

Mr. Shurick cited case history successes of Schick Inc., Pepsi-Cola and Westinghouse Electric Corp. Schick bought *Crime Syndicated* in 45 markets for 13 weeks last fall and showed a 10% sales surge. Schick razor sales fell off 47%, however, in non-TV areas.

Taking January in each of the last four years, Mr. Shurick reported jump in times sales from 15% to 67% for evening TV and from 10% to 33% in daytime periods (for three years).

Presiding over the meeting of the chapter were Chairman Joseph Katz, Joseph Katz Co., Baltimore; J. Robert Corry, Lewis Edwin Ryan Agency, Washington, vice chairman; Theodore A. Newhoff, Theodore A. Newhoff Agency, Baltimore, secretary-treasurer.

Keynote remarks were delivered by August Nelson, AAAA staff executive, who outlined the association's effort to explain advertising's role to government, Congress and on other fronts. He gave a tentative agenda for the annual AAAA convention at White Sulphur Springs, W. Va., April 2-5. Agency 2% cash discount will be explained, he said, along with other activities including work with NARTB on standard advertising contract form and networks in union relations.

Broadcasters were special guests of the Chesapeake chapter. Agency executives, aside from officers included M. Belmont Ver Standig, M. Belmont Ver Standig Agency, Washington; Wilbur VanSant, VanSant, Dugdale & Co., Baltimore, and Sidney A. Levyne, S.A. Levyne Co., Baltimore.

Other agenda topics included a talk on the advertising business by Mark Wiseman, New York ad consultant, and a humorous session in which key agency personnel and "top brass" sounded off with pet "gripes" on the agency business.

FOR FINEST TAPE RECORDING

SPACE 524A–526A NARTB SHOW

USES Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

GATES QUINCY, ILLINOIS

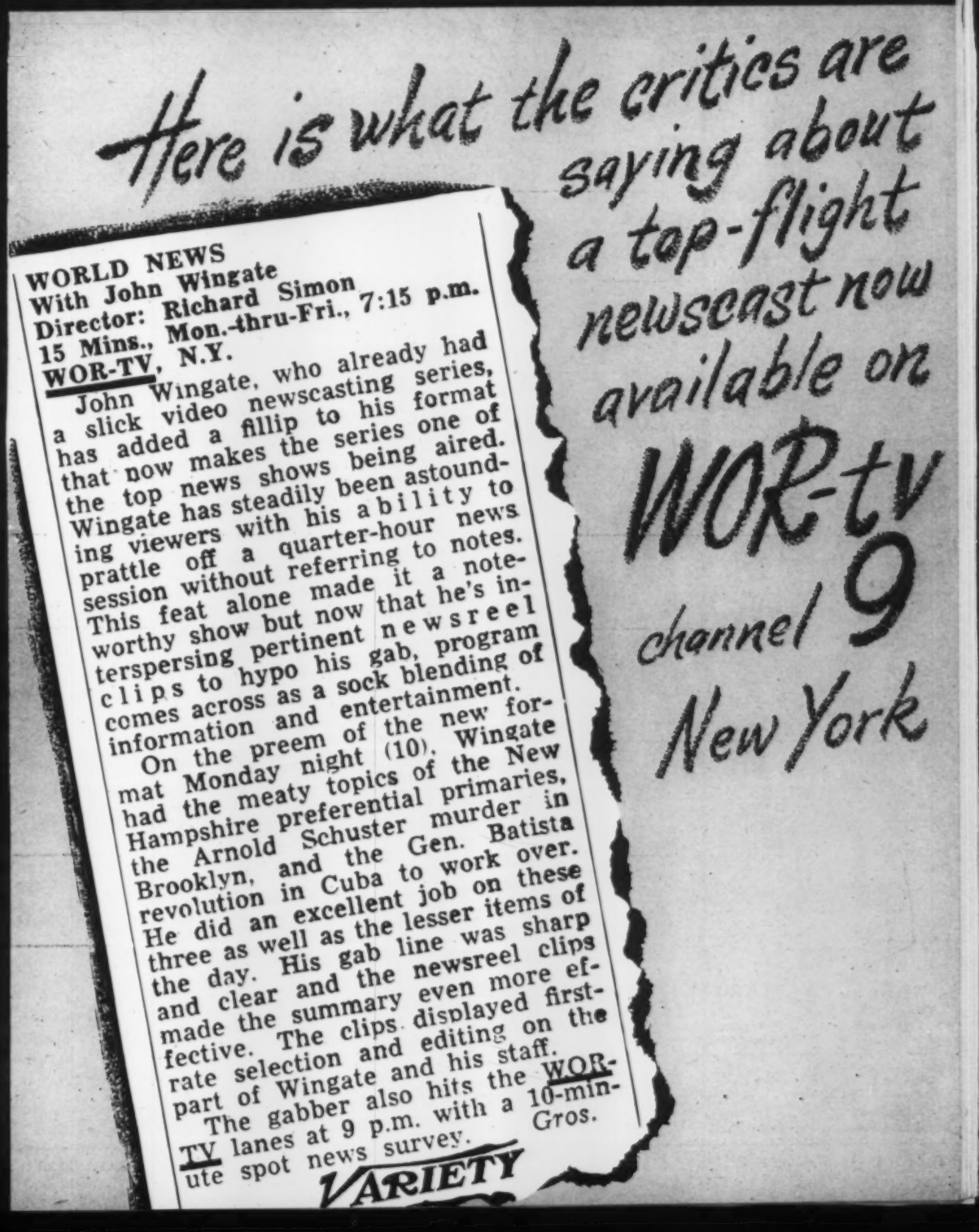
Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

MARCH 31, 1952

TELECASTING


Here is what the critics are saying about a top-flight newscast now available on
WOR-tv
channel 9
New York
WORLD NEWS
With John Wingate
Director: Richard Simon
15 Mins., Mon.-thru-Fri., 7:15 p.m.
WOR-TV, N.Y.
John Wingate, who already had a slick video newscasting series, has added a fillip to his format that now makes the series one of the top news shows being aired. Wingate has steadily been astounding viewers with his ability to prattle off a quarter-hour news session without referring to notes. This feat alone made it a noteworthy show but now that he's interspersing pertinent newsreel clips to hypo his gab, program comes across as a sock blending of information and entertainment.
On the preem of the new format Monday night (10), Wingate had the meaty topics of the New Hampshire preferential primaries, the Arnold Schuster murder in Brooklyn, and the Gen. Batista revolution in Cuba to work over. He did an excellent job on these three as well as the lesser items of the day. His gab line was sharp and clear and the newsreel clips made the summary even more effective. The clips displayed first-rate selection and editing on the part of Wingate and his staff.
The gabber also hits the WOR-TV lanes at 9 p.m. with a 10-minute spot news survey.
Gros.
VARIETY

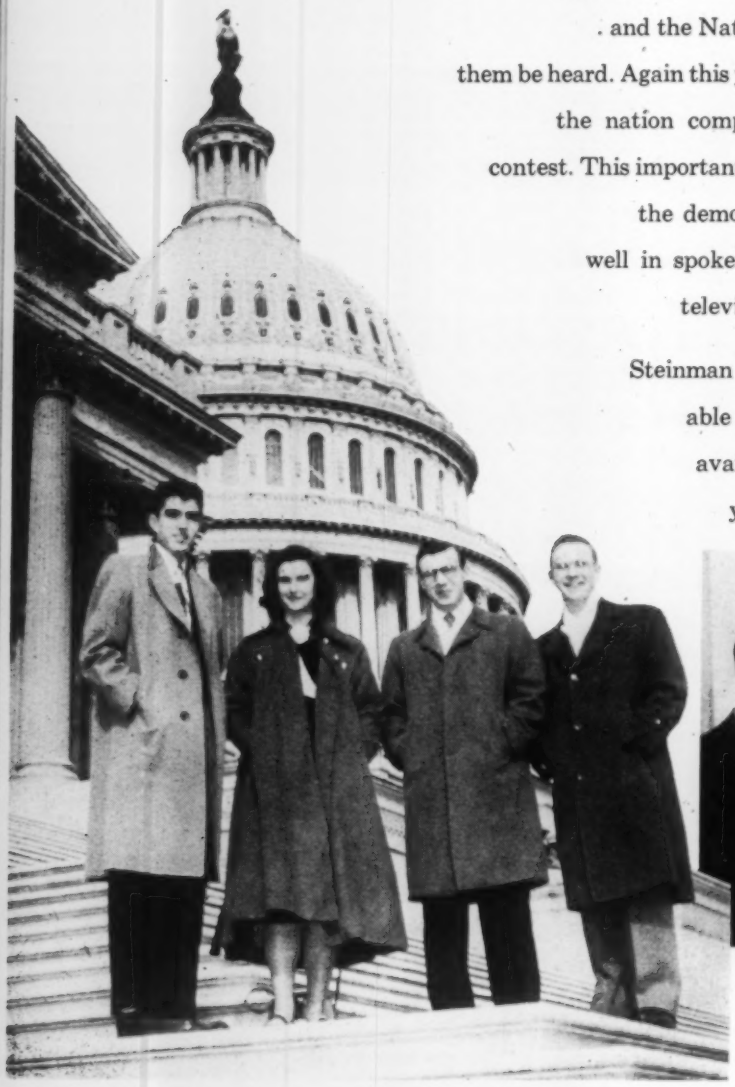
in our 7th year

Robert K. Richards, Chairman, National Voice of Democracy Committee, and Director of Public Affairs of the NARTB, whose enthusiastic and vigorous leadership of the contest is reflected in the gratifying increase of contestants from 30,000 to over one million in the five years since the contest began.

Youth speaks for Democracy

. and the National Association of Radio and Television Broadcasters lets them be heard. Again this year . . . more than a million high school students throughout the nation competed in the NARTB Voice of Democracy fifth annual contest. This important competitive event encourages young people to think about the democratic form of government, and to express its philosophy well in spoken words. The contest also furthers the use of radio and television for such expression—freely and in the public interest.

Steinman Stations salute the Voice of Democracy Committee and its able chairman, Robert K. Richards. They pledge the continued availability of their broadcasting and television facilities to the young men and women who "Speak for Democracy."



The four co-equal national winners in the Voice of Democracy Contest meet President Truman.

The winners—

Dwight Clark, Jr., aged 18, from Fort Collins, Colorado

Mara Gay Masselink, aged 16, from Burlington, Iowa

George A. Frilot, III, aged 17, from New Orleans, Louisiana

Thaddeus S. Zolkiewicz, aged 17, from Buffalo, New York

Clair R. McCollough, General Manager
STEINMAN STATIONS

WDEL AM FM TV Wilmington, Delaware	**WKBO** Harrisburg, Pennsylvania	**WORK** York, Pennsylvania
WGAL AM FM TV Lancaster, Pennsylvania	**WRAW** Reading, Pennsylvania	**WEST** Easton, Pennsylvania

Represented by
ROBERT MEEKER ASSOCIATES
Chicago • Los Angeles • San Francisco • New York

TELECASTING

MARCH 31, 1952

TALL TOWERS

Tighter Air Hazard Rules Seen Possible

HIGH TV TOWER bugaboo of airline officials has stirred the Civil Aeronautics Administration into making preliminary moves which may result in the more stringent application of air hazard rules.

Although broadcasters' requests for high TV towers have met with success in conferences with regional airspace subcommittees [B•T, March 17], some of the 1,500 ft. antenna requests in "trouble" areas have given airline people concern.

At the behest of Air Transport Assn., the Airspace Utilization Branch of the CAA held an exploratory meeting early this month. Attending were CAA personnel, representatives of the ATA and FCC. No broadcasters were there.

Situation was canvassed and led to the appointment of D. D. Thomas, CAA planning officer, to look into the matter. Mr. Thomas conferred with FCC officials last week. He told BROADCASTING • TELECASTING that basis of his approach was to formulate general policy for guidance of all 14 regional airspace sub-committees. He pointed out that as of now each region interprets the criteria for radio-TV construction individually. This permits some to be liberal in their approvals, others more rigid.

No Discrimination Intended

He emphasized that his approach is purely exploratory and that he has no intention of recommending policies that will discriminate against broadcasters.

In the meeting in Washington earlier this month, consensus of those present as reported in the minutes was that "now is a good opportunity to suggest legislation which would strengthen safety in air navigation." It was decided that the CAA would approach FCC with the idea of getting its reaction to the one-tower-for-all-TV-stations-in-a-city-suggestions, and the use of booster stations in order to cut down required height of TV antennas.

Present at the early March meeting from the FCC were Arthur Hooston, Aviation Div., Safety & Special Radio Services Bureau, and A. M. Braum, chief, TV Facilities Div., Broadcast Bureau. Both emphasized last week that the conclusions did not have their approval, nor should they be understood to express the attitude of all the CAA officials present.

Among the cities where TV applicants are known to be having trouble getting antenna site approvals from regional airspace subcommittees are Chicago, Boston, Norfolk and Nashville.

Part 17 of the FCC rules requires broadcast antennas to meet certain criteria. However, all towers above 500 ft. have to be approved by the regional airspace subcommittee of the city involved.

CAA rules require that airplanes fly not less than 1,000 ft. above the highest structure in the airway. ATA apparently is loath to change minimum established altitude standards for instrument flying.

It is the belief of some observers that ATA officials have exaggerated the problem due to their erroneous belief that immediately after the TV freeze is lifted there will be 2,000 TV stations under construction, all with 1,500-2,000-ft. antenna towers.

Official "conclusions" of the meeting early this month follow:

1. That Aviation Safety would carry to completion a written criterion covering TV towers and other obstructions relatively close to airway boundaries and their effect on MEAs and other existing safe flight procedures.
2. That if at all possible, the criteria should specifically state limitations with respect to heights of obstructions, nearness to enroute airways, distances from air navigation aids (for signal intensity and accuracy of navigation). However, in view of many variable factors, each case will be considered individually.
3. That the criterion be used as a guide by the radio industry to assist in preliminary planning of TV antenna sites.
4. That regional personnel when discussing TV antenna sites with representatives of the TV industry, employ the guide to emphasize hazardous or detrimental effects on aviation if the occasion warrants.
5. That in the interim period between now and the release of the criteria, the regional office should be instructed to consider TV site requests on the above basis without benefit of written criteria.
6. That the regional airspace subcommittees should be instructed to include in the recommendations of applicable cases, a statement as to whether or not the MEAs are affected, and if so, how.
7. That since the FCC is currently in the process of amending the Communications Act [reference is to the McFarland Bill], now is a good opportunity to suggest legislation which would strengthen safety in air navigation. In this vein of thought, CAA will forward a letter to the Commission seeking their reactions to limit a locality to one tower to serve several broadcast companies in the area, to investigate the possibility of a series of booster stations to reduce heights of antenna masts, and to encourage telecasters to consider and appreciate the effect of hazards to air navigation by means of articles, publications and other educational means.

JAN. GROSS

Tops Radio by Half Million

JANUARY time sales of the TV networks topped those of the radio networks by more than a half million dollars according to Publishers Information Bureau records. Combined gross time sales of the four TV networks for the month totaled $15,058,412, compared to the four-radio network gross of $14,477,939 for the same period.

Procter & Gamble Co. was the top TV network client during the month, the only TV network advertiser to buy more than $1 million worth of time (at gross rates). This duplicates the radio network situation, with P & G, the top spender and the only one with time purchases of over $1 million.

Top 10 advertisers on the TV networks in January (listed in Table I) include five which were also among the top 10 in January 1951. These are Procter & Gamble Co., General Foods Corp., R. J. Reynolds Tobacco Co., Liggett & Myers Tobacco Co. and P. Lorillard Company.

The other five in this January's list — Colgate-Palmolive-Peet Co., American Tobacco Co., General Motors Corp., Gillette Safety Razor Co. and Lever Bros. Co.—replace Anchor-Hocking Glass Corp., Ford Motor Co., National Dairy Products Co., Philco Corp. and Quaker Oats Co.

Leading advertiser of each product group measured by use of TV

(Continued on page 150)

TABLE I

Top Ten TV Network Advertisers During January 1952

1.	Procter & Gamble	$1,236,585
2.	General Foods Corp.	717,314
3.	R. J. Reynolds Tobacco Co.	640,025
4.	Colgate-Palmolive-Peet	566,231
5.	Liggett & Myers Tobacco Co.	458,245
6.	American Tobacco Co.	432,440
7.	General Motors Corp.	369,420
8.	P. Lorillard Co.	365,643
9.	Gillette Safety Razor Corp.	339,689
10.	Lever Bros. Co.	310,868

TABLE II

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JANUARY 1952

Apparel, Footwear & Access.	International Shoe Co.	$ 97,625
Automotive, Auto Access. & Equip.	General Motors Corp.	296,779
Beer, Wine & Liquor	Joseph Schlitz Brewing Co.	143,400
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	65,910
Confectionery & Soft Drinks	Mars Inc.	93,173
Consumer Services	Arthur Murray School of Dancing	6,773
Drugs & Remedies	American Home Products	137,700
Food & Food Products	General Foods Corp.	717,314
Gasoline, Lubricants & Other Fuels	Texas Co.	222,325
Household Equipment	General Electric Co.	310,625
Household Furnishings	Armstrong Cork Co.	111,540
Industrial Materials	Reynolds Metals Co.	119,820
Insurance	Mutual Benefit Health & Accident Assn.	38,370
Jewelry, Optical Goods & Cameras	Speidel Corp.	47,370
Office Equip., Writing Supplies & Stationery	Minnesota Mining & Mfg. Co.	75,780
Publishing & Media	Curtis Pub. Co.	43,906
Radios, TV Sets, Phonographs, Musical Instr. & Access.	RCA	203,480
Retail Stores	Drug Store Television Productions	85,200
Smoking Materials	R. J. Reynolds Tobacco Co.	640,025
Soaps, Polishes, Cleansers	Procter & Gamble Co.	1,044,305
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	421,001
Miscellaneous	Quaker Oats Co.	83,235

TABLE III

TV NETWORK GROSS BILLINGS JANUARY 1952 COMPARED TO JANUARY 1951

Product Group	Jan. 1952	Jan. 1951
Apparel, Footwear & Access.	$ 343,693	$ 194,943
Automotive, Automotive Supplies & Equip.	1,264,418	832,987
Beer, Wine & Liquor	553,788	370,848
Building Materials	68,010	
Confectionery & Soft Drinks	459,451	171,609
Consumer Service	391,025	81,900
Drugs & Remedies	391,025	81,900
Food & Food Products	2,916,136	1,699,005
Gasoline, Oil and Other Fuels	428,955	203,460
Household Equipment	896,277	631,615
Household Furnishings	202,705	348,785
Industrial Materials	340,281	310,110
Insurance	38,370	41,910
Jewelry, Optical Goods & Cameras	142,420	158,050
Office Equip. Stationery, Writing Supplies	219,450	15,260
Publishing & Media	53,612	
Radios, TV Sets, Phonographs, Musical Instruments & Access.	386,940	441,150
Retail Stores and Direct Mail	102,950	17,340
Smoking Materials	2,364,943	1,151,627
Soaps, Cleaners & Polishes	1,684,362	422,615
Toiletries & Toilet Goods	2,027,848	906,682
Miscellaneous	166,005	101,910
Total	$15,058,412	$ 8,129,856

AAAA MEET

Full TV Session Planned

PROGRAM for the 34th annual meeting of American Assn. of Advertising Agencies—to be held at White Sulphur Springs, W. Va., Thursday through Saturday—was announced in New York last week, with the first afternoon to be given over completely to a session on television.

Speakers on television Thursday will include Robert Foreman of BBDO on writing TV commercials, J. Neil Reagan of McCann-Erickson on "A Hollywood Look at Television Production," and J. H. E. Davis of Foote, Cone & Belding on video as of the moment.

Talks will be followed by a panel discussion on TV rating services, featuring Lyndon O. Brown of Dancer-Fitzgerald-Sample, Charles A. Pooler of Benton & Bowles, and Herbert A. Vitriol of Grey Adv.

William R. Baker Jr., Benton & Bowles, will preside over all TV meetings.

Late Friday morning, another broadcaster will speak: Robert D. Swezey of WDSU-AM-TV New Orleans, chairman of NARTB's TV Code Committee, will talk on "Current Ethical Problems in Radio and Television, or Who's Kidding Whom?"

Convention Schedule

Full agenda for the convention, themed to advertising in a mobilized economy, is as follows:

Thursday morning: Executive session for reports by treasurer, president and legal counsel followed by election of officers. In second half of morning, J. E. Ratner, editor-in-chief of *Better Homes and Gardens*, will speak on selling to the family, and C. L. Whittier of Young & Rubicam will review sometimes overlooked advertising principles.

Thursday afternoon: Television session.

Thursday evening: Dinner honoring past AAAA presidents and board chairmen on the Advisory Council with Louis N. Brockway of Young & Rubicam as featured speaker.

Friday morning: Melvin Brorby of Needham, Louis & Brorby will discuss current advertising costs, followed by an explanation of the reorganized Advertising Research Foundation by B. B. Geyer of Geyer, Newell & Ganger, ARF chairman. Arno Johnson of J. Walter Thompson Co. will describe the role of advertising in the shift from defense to civilian production. Mr. Swezey's talk will follow.

Friday afternoon: Will begin with talks on agency personnel, their selection, training and handling, by Winthrop Hoyt of Charles W. Hoyt Co., Charles L. Rumrill of the company bearing his name, John M. Willem of Leo Burnett Co. and AAAA sectional director, and Henry M. Stevens of J. Walter Thompson Co.

Latter part of Friday will start with agency-client relationship as seen by Clarence Eldridge, General Foods' vice president in charge of marketing. He will be followed by Otto Kleppner of Kleppner Co. and member of the AAAA Committee on Government, Public and Educator Relations, who will present "A New Approach to the Explanation of the Function of Advertising in Our Economy, or to Hell With Being on the Defensive." Afternoon will end with a report from the Advertising Council, introduced by Fairfax M. Cone of Foote, Cone & Belding, chairman of the Advisory Council, and presented by Robert M. Gray, Esso Standard Oil Co.

Friday evening: 34th annual dinner with address by Erwin D. Canham, editor, *Christian Science Monitor*.

Saturday morning: Three concurrent meetings, according to agency size, for discussion of management problems, led by Hal Keeling of Keeling & Co., Robert E. Grove of Ketchum, MacLeod & Grove, and J. Davis Danforth of BBDO.

Saturday afternoon: Golf tournaments and other sports.

Other convention events include an all-day conference among governors and councils of the six AAAA councils on Wednesday before the general sessions begin. Wives of all delegates will be entertained by Mrs. Louis M. Brockway and the Ladies Committee and will hear, among other things, a talk by stage and film actress Thelma Ritter, who will also present a Thursday night preview of "With a Song in My Heart," musical film in which she is featured. An exhibition of European posters, collected by Willard Golovin of Willard B. Golovin Corp., will also be open to all delegates.

Presiding officers for the sessions, to be held in The Greenbrier, will be Mr. Brockway, chairman of the AAAA board of directors; John P. Cunningham of Cunningham & Walsh, vice chairman; and Mr. Baker, director-at-large.

Speakers will all be from member agencies except for Messrs. Canham, Eldridge, Gray, Ratner and Swezey and, for the first time in many years, member reservations preclude inviting advertiser and media guests.

ALFRED MORTON

Opens Own TV Firm

ALFRED H. MORTON, former director of television for 20th Century-Fox Corp. where he planned company's entry into the TV field, has announced formation of Alfred H. Morton Assoc., new TV station consultant firm, at 25 E. 86th St., New York. Future plans call for opening of an office in Washington.

Mr. Morton

Mr. Morton, prior to his association with 20th Century-Fox, served as president of National Concert & Artists Corp. He was vice president in charge of TV at NBC from 1938 to 1942. Until World War II curtailed television activities, Mr. Morton planned, staffed, organized and operated what is now WNBT (TV) New York.

He entered radio in 1929 as European manager of RCA. Regular international broadcasts were started under his direction. From there he moved to NBC where he was program department manager and later vice president in charge of owned and operated stations before entering the TV field.

'Amahl' Repeat

HALL Bros. Inc., Kansas City, Mo. (Hallmark greeting cards) will sponsor repeat performance of Gian Carlo Menotti's opera *Amahl and the Night Visitors* — telecast once before on Christmas Eve—on Easter Sunday, April 13, 4-5 p.m. EST, over NBC-TV. Opera, originally commissioned by NBC, will be performed with original cast and as before, under direction of Mr. Menotti. In order to present the telecast, Hall Bros. has cancelled its regularly-scheduled *Hall of Fame*, and Revere Copper & Brass Inc. has agreed to cancel its *Meet the Press* for that date. Agency for Hallmark: Foote, Cone & Belding, Chicago.

THREE television executives are guest speakers at KLZ Denver's latest Television Clinic. L to r: Hugh B. Terry, station's manager; Clayton H. Brace, director of TV research, KLZ; Lyle DeMoss, WOW-TV Omaha; P. A. Sugg, WKY-TV Oklahoma City, and C. Richard Evans, KSL-TV Salt Lake City. Audience was made up of more than 300 agency men and clients.

N.Y. GAG LAW

Gov. Dewey Signs

NEW YORK state bill to prohibit television and radio coverage of hearings where witnesses are compelled to testify by subpoena was signed into law by Gov. Thomas E. Dewey last Wednesday.

Although the law results in gagging the broadcast media—as well as motion picture cameras—intent of the legislation was described as being to protect and preserve civil rights [B•T, March 24], a point emphasized by the governor when he signed.

Stating that it is difficult enough for an ordinary witness to testify before the people attendant at any hearing, Mr. Dewey, famous among politicos for his own easy TV appearances during his last campaign, said it is virtually "impossible" to testify under the glare of lights when the witness knows that millions of people are listening or watching.

Civil liberties have their basis in individual rights, he said, and these rights are not less violable and should not be subverted when the individual witness happens to be "unpopular or even a criminal."

Reasons for Law Stated

"It is basic to our concept of justice that a witness compelled to testify have a fair opportunity to present his testimony," the governor said. "The use of television, motion pictures and radio at such proceedings impairs this basic right. Batteries of cameras, microphones and glaring lights carry with them the attendant excitement, distractions and the potential for improper exploitation and intolerable subversion of the rights of the witness. Official proceedings must not be converted into indecorous spectacles."

Joseph H. McConnell, NBC president, Wednesday urged Gov. Dewey to withhold approval of the bill. "Such restriction of freedom of speech," he warned, "would stifle the development of documentary reporting by television just as it is beginning to demonstrate its effectiveness in stimulating public thought and opinion."

Fearing "serious precedent-setting consequences" from the law, President Harold E. Fellows of NARTB had sent a telegram to the governor Tuesday night, urging him to veto the bill.

NARTB President Fellows pointed out that the bill (S-266) involves many basic constitutional and public interest questions and that passage without detailed deliberation could set a dangerous precedent.

ARMY SERIES

'Big Picture' Stations Cited

EXPANSION of the *Big Picture* television series to 83-station coverage, under direction of Col. Ed Kirby, chief of the Army's radio-TV activities, culminated last week in award of certificates to the stations carrying the 13 - episode film series.

Col. Kirby

At the same time the Dept. of the Army announced that a second series of half-hour *Big Picture* episodes will be ready for release April 7.

The certificates awarded TV stations are signed by Maj. Gen. Floyd Parks, Chief of Information. Stations are honored for "a most important contribution to the public understanding of the role and mission of the United States Army."

Cost of TV time provided the Army by the stations is estimated at more than $26,000 weekly, or an annual rate of $1,379,000. In some cities, such as Baltimore and Chicago, all TV stations have been carrying *Big Picture*, spotted at different times in the week. Ratings as high as 13.5 have been achieved by the program.

Institutional Sponsorship

Institutional sponsorship is permitted by the Army at the opening and close of each half-hour episode, but no middle interruption is allowed. Thus far only three stations have sponsored the program. Federation Bank & Trust Co., New York, has renewed for the second series on WCBS-TV New York. The station has used auxiliary newspaper promotion. First National Bank, through Grant Adv. Agency, has sponsored *Big Picture* on KSD-TV St. Louis.

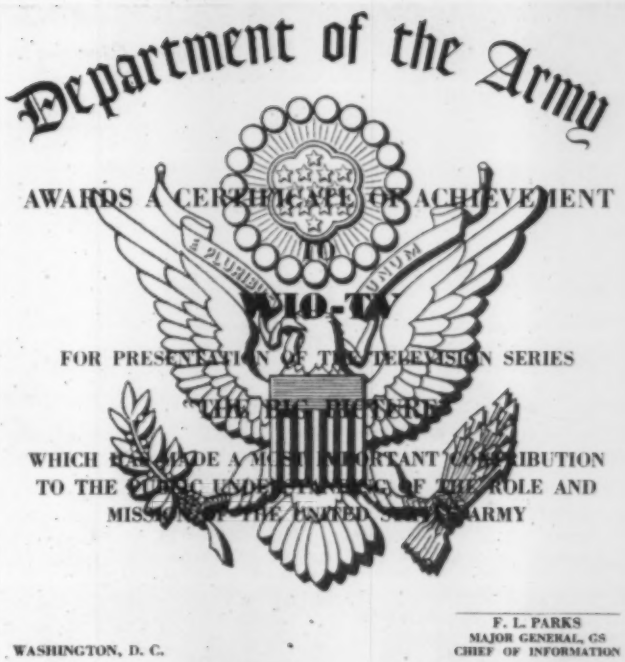
Big Picture was first produced locally by Lt. Carl Bruton, radio officer, Military District of Washington, over WTOP-TV (see story page 160). Col. Kirby directed writing and production for national release. Capt. Carl Zimmerman, veteran radio executive and World War II *Army Hour* reporter, does narration and interviews.

Production coordinator for the first series was Lt. Albert W. Gannaway, now a partner in Gannaway & Morgenthau Productions and owner of *Half Pint Quiz* on CBS-TV. Working with Col. Kirby at the Pentagon are Capt. Ben Miller, formerly of NARTB, and Capt. Pat Griffith, WAC, also formerly of NAB and later WHO Des Moines. They handle arrangements for live appearances, provide technical aid and handle service for newsreels.

Col. Kirby is holder of the Peabody Radio Award for "Yankee ingenuity on a global scale" and the Army's Legion of Merit for his pioneering radio work in World War II. He was public relations director of WSM Nashville before the war and went to the Pentagon from NAB where he was public relations director.

Big Picture is based on footage made by Signal Corps crews in Korea, Europe, the United States and any other point where the Army operates. Secretary of the Army Frank Pace Jr. and Gen. J. Lawton Collins, Chief of Staff, will appear briefly in the second series.

Footage has originally served military purposes for combat reports and is produced at minimum expense.


Department of the Army
AWARDS A CERTIFICATE OF ACHIEVEMENT
TO
WIO-TV
FOR PRESENTATION OF THE TELEVISION SERIES
"THE BIG PICTURE"
WHICH HAS MADE A MOST IMPORTANT CONTRIBUTION
TO THE PUBLIC UNDERSTANDING OF THE ROLE AND
MISSION OF THE UNITED STATES ARMY
WASHINGTON, D. C.
F. L. PARKS
MAJOR GENERAL, GS
CHIEF OF INFORMATION

Copy of the certificate awarded to stations carrying Big Picture.

GE TASK FORCE

To Aid Applicants

TASK FORCE to help TV attorneys and consulting engineers has been sent to Washington by General Electric Co. to lend a hand during the waiting period between end of the freeze (see story page 144) and the beginning of application processing. Best indications are that the FCC will give applicants 90 days to file new applications or revise old ones.

All TV application engineers, GE specialists are Ralph S. Yeandle, M. (Tex) Haertig and H. W. Morse. They will join J. H. Painter, already in Washington, working with Robert J. Brown, director of GE Electronic Division's Washington office.

In addition to the present 500-odd TV applications on file (most of which have to be revised), every sign indicates 500-600 new applications will be filed immediately after the freeze is lifted.

N.Y. TV EXODUS

Gov. Dewey Gets Plea

STEPS to keep the television industry in New York state were urgently requested in a telegram sent to New York Gov. Thomas E. Dewey last week by the Young Men's Board of Trade and the New York State Junior Chamber of Commerce.

Purchase of property and launching of building programs on the West Coast by NBC and CBS, the telegram pointed out, "highlights the fact that New York City and New York state are failing in their attempt to keep this industry in our state." The wire pointed out that the video industry was born in New York and has given or will give "hundreds of thousands of jobs and untold millions of dollars of revenue" to the state and its citizens.

"Direct personal intervention" by the governor was sought to prevent the exodus and Mr. Dewey was further asked to "take the initiative in bringing together immediately industry and governmental officials to forestall this movement." The business groups offered their cooperation "to the fullest extent."

'Unexpected' Brochure

ATTRACTIVE large-spread advertising and promotion brochure as sales pitch for *The Unexpected* has been released by Ziv Television Programs Inc. Series stars Hollywood actors and actresses in individual half-hour dramatizations. Folder supplies publicity releases, glossy pictures of stars, lists of shows and other materials.

NCAA TV POLICY

Murray Gives Opinion

U. OF PENNSYLVANIA will refuse to take part in the National Collegiate Athletic Assn. football TV control plan for 1952 unless it's legal.

That was Francis Murray's opinion. He is athletic director of the U. of Penn. He made his statement last Wednesday, maintaining a position he took in January that any agreement imposing restrictions on individual colleges is illegal.

NCAA's TV committee is still working on a formula for the next football season [B•T, March 24]. According to spokesmen, the committee is seeking wide participation by colleges to avoid any one college or small group of colleges dominating football TV in 1952.

NCAA Monkey Wrench

The U. of Penn. has been a wrench in the NCAA TV works for some time. When NCAA first proposed its control plan, U. of Penn. bucked it. Only when threatened with dismissal from the organization and curtailment in its football schedule of games set with NCAA opponents did the university decide to go along.

Mr. Murray said his legal advisers would look over the plan and if they find it illegal, "we won't participate."

Speaking of NCAA, Mr. Murray said: "They've got to come to it—in a year or two or three. It's the greatest medium we have for telling our story to the public. Why don't they understand that now?"

'IKE'S' REPORT

Networks Plan Schedules

GENERAL of the Army Dwight D. Eisenhower's "Report to the American People," an inventory of the first year's military buildup in Western Europe, will be carried on radio from midnight to 12:15 a.m. Wednesday by CBS Radio Network and on television, locally in New York only, by WCBS-TV and WJZ-TV, ABC outlet.

DuMont Television Network was scheduling the statement, filmed in Paris by 20th Century-Fox Movietone, for 10 a.m. Wednesday, and Mutual planned network broadcasts of the General's talk, but time slot was not definite late last week. Statement was anticipated as a possible vehicle of the General's political intentions, but other networks were waiting before planning its use on anything but regular news programs.

Gen. Eisenhower was meanwhile invited to appear on ABC's radio and video versions of *America's Town Meeting of the Air* at his convenience during April or May. Invitation suggested that the programs be recorded and filmed in Paris, if the General has not by then returned to the U. S.

NPA COLOR BAN

New Agency Meetings Seen

GOVERNMENT allocation authorities are retracing their steps and starting from scratch again on the controversial regulation banning general manufacture of color television equipment, it was learned last week.

A new series of conferences among top-level officials of the Defense Production Administration and National Production Authority was indicated on the ground that engineering data gathered thus far had not firmed up enough to announce a decision.

At the same time, NPA Administrator Henry H. Fowler warned that transfer of electronic engineers from defense work to color TV production now "could deal our defense program a serious blow." The engineering shortage will remain acute "at least until 1954," he said, adding that NPA will "have an answer soon."

The NPA regulation, adopted last fall following a government-industry conference and proposed to be modified at a similar meeting last February, froze mass production of home-type colorcasting receivers and other equipment. NPA is reviewing the order in the face of protests from theatre TV interests, with probability that projection equipment for the latter and for other closed circuit uses (viz., department stores) will be exempted [B•T, March 10, 3].

Maintains Open Mind

There reportedly is little sentiment within DPA-NPA—and by Defense Mobilizer Charles E. Wilson—to rescind the ban, notwithstanding the prospect for easing of materials supply. Nevertheless, the government has maintained an open mind on the subject, preferring to wait until adequate engineering data has been accumulated. The forthcoming decision will be cleared with Mr. Wilson's office [B•T, March 27].

To that end, NPA asked radio-TV set manufacturers to come armed with statistics on engineers-technicians to a meeting last Thursday. On the basis of the facts brought out at that conference by at least five radio-TV firms, a serious overall manpower shortage does exist and DPA-NPA probably will not be inclined to lift the color TV freeze *en toto*.

It was explained that NPA sought the data from set-makers to confirm figures supplied to the DPA Electronics Board by military allocation authorities. The board has recommended that the ban be retained, though it left the door open to amendment and clarification of the present order (M 90).

NPA Administrator Fowler has emphasized the technical problem in noting the perplexity of removing the prohibition. He reiterated his views last week in connection with a special events program telecast by WMAL-TV Washington, the *Evening Star* video outlet. He stated:

When the manufacture of color television will become a real possibility is a complicated question involving many factors. There is some indication that more of the materials which would be needed for color television will be available in the third and fourth quarters.

However, even if we had a plentiful supply of every raw material . . . the engineering factor would still remain a significant problem. Our current supply of electronic engineers would be insufficient to meet the demand, at the present rate of military electronic design and production at least until 1954.

To transfer engineers from their defense duties in this field to the time-consuming business of putting color television into production could deal our defense program a serious blow. We simply have not been able to come up with the answers to all these problems. They are being studied and we hope to have an answer soon.

FIRST contract received by KMTV (TV) Omaha under its new rate protection policy in which it offers advertisers rate guarantees up to 52 weeks [B•T, March 24] is okayed by principals involved. Accepting order from Milt Reynolds (r), partner of Allen & Reynolds, Omaha, advertising agency, is Owen Saddler, KMTV general manager. Mr. Reynolds' order for 52 weeks of CBS Television's *Range Rider* was on behalf of P. F. Peterson Baking Co.

UTP SHOWS ADD

Sponsors, Stations Sign

MULTIPLE market sales for new shows were concluded by United Television Programs last week with sale of Walter Schwimmer Productions' *Movie Quick Quiz* in a four-city package topping the list.

Show was purchased by Colonial Grocery chain through Liller, Neal & Battle for WBTV (TV) Charlotte and WFMY-TV Greensboro, N. C.; WTAR-TV Norfolk and WTVR (TV) Richmond, Va. Colonial's purchase follows its sponsorship of the same show in Atlanta and brings total markets of *Movie Quick Quiz* to 22 since the show became available in mid-January, UTP Sales Director Aaron Beckwith said.

UTP's latest series, *Big Town*—now produced on film—was sold to Seiberling Rubber Co. for XELD-TV Brownsville, Tex., starting April 7. *Hollywood Off-Beat*, new half-hour private detective show starring Melvin Douglas, starts April 18 on WHBF-TV Rock Island, Ill., and Bing Crosby Enterprises' children's show, *The Chimps*, was sold to Malone Mattresses for WTVJ (TV) Miami.

Royal Playhouse, another Bing Crosby product, added WWJ-TV Detroit to its list when Fleischman Rug Co. signed for 52 weeks with United Television Programs.

PHONEVISION

Zenith Report Boosts; Kintner Views Dimly

SUBSCRIPTION TV got a boost and a knock last week. Boost came in 1951 annual report of Zenith Radio Corp. Knock came from ABC President Robert E. Kintner, testifying on the merger of ABC and United Paramount Theatres at FCC hearing in Washington.

Three-month Phonevision tests in Chicago early in 1951 "has given factual support to the conviction shared by many outstanding leaders in the entertainment, educational and cultural fields, that the public is willing to pay for certain types of high-quality television programs otherwise not available to television set owners due to the inability or unwillingness of advertisers to meet the extremely high costs involved," Zenith report said.

It also called attention to a still unreleased analysis of the 90-day tests by the National Opinion Research Centre of the U. of Chicago. This, Zenith claimed, "highlights the general desire to see television programming substantially improved with more stress on high-grade programs of very diversified character."

Report also revealed that Zenith is incorporating Phonevision connections in each of the TV sets it is manufacturing.

Television station using Phonevision can serve subscribers "simultaneously," the report stated, "by any or all of the various types of operation with or without the use of the phone companies' facilities."

Petition for the commercialization of Phonevision, submitted by Zenith early this month [B•T, March 3], is still pending before the FCC. Not much hope is held out that the Commission will get to the subject in the near future. Next big rule-making subject, once TV freeze is finally thawed, is theatre TV. This is scheduled to be heard by the Commission *en banc* May 5. The FCC is believed desirous also of hearing from other subscription TV systems—Paramount Pictures' Telemeter, Skiatron Corp.'s Subscriber-Vision. RCA is also reported to have a subscription-TV system.

No conflict can exist between home TV and subscription TV, nor between theatre exhibition and subscription TV, Mr. Kintner asserted during cross-examination by FCC Counsel Frederick W. Ford.

Import of his answers was that "sponsored TV" will grow better and better. Therefore, he declared, subscription TV will not be able to bring viewers anything so extraordinary that it will compete with free TV. He said that people would not pay for something which could be received free.

At the same time, he expressed the opinion that people would not stay at home and pay for a feature motion picture when they could see the same type of entertainment in better surroundings and with superior facilities in a movie house.

Mr. Kintner's attitude toward pay-as-you-see TV was similar to the views expressed by UPT President Leonard Goldenson and Balaban & Katz President John Balaban. It is at odds with the views expressed by Paramount Pictures President Barney Balaban and Vice President Paul Raibourn.

ALLOCATIONS

Canada-U. S. Talks

CANADIAN-U. S. border TV assignments will be thrashed out between FCC and Canadian Broadcasting Corp. officials this week during the NARTB convention in Chicago. Result of this meeting is the last step in wrapping up the end-of-freeze report. It is scheduled to be accepted by the FCC April 3. Final review is planned for that and following day, after which report should be completed.

Date of issuance, however, is still undetermined. If Commission follows usual practice, report will not be issued until dissents of Comrs. Frieda B. Hennock and Robert F. Jones are ready. There is also mechanical problem of mimeographing sufficient copies for general release to press and interested parties. Best guess now is April 14—although April 7 is widely mentioned in some quarters.

Heading FCC delegation in meeting with Canadians is Vice Chairman Rosel H. Hyde. He will be assisted by Chairman Paul A. Walker, Broadcast Bureau Chief Curtis B. Plummer, TV Division Technical Chief Hart S. Cowperthwait.

Canadian opposite numbers are Donald Manson, assistant general manager, CBC; G. W. Richardson, executive assistant; Wilbur Smith and Cecil Brown.

Problem at issue is desire of Canadian officials to have wide separations between TV stations—so they can cover wider areas. U. S. proposals contemplate 170 miles co-channel separation transmitter-to-transmitter. Canadians are looking more to 200-225 mile separation.

Commission spent all last week on allocations, completed city-by-city review Thursday morning. That afternoon, it took up question of procedures to be followed when TV application processing resumes after what will be almost a four-year-long freeze. It was scheduled to continue discussion Friday on which method should be followed—frequency-by-frequency, consolidating all VHF applicants and all UHF applicants in separate hearings, or consolidating all applicants for same city in one hearing.

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VICTOR A. SHOLIS, Director NEIL D. CLINE, Sales Director

THE SERVICE TO BE EXPECTED FROM UHF

By RAYMOND M. WILMOTTE

WE ARE entering a new era in television when stations will start blossoming all over the place. We have a certain degree of experience of the service available from the VHF frequencies and many of us are about to take a commercial plunge into a new area, the UHF band. What glorious surprises or thwarted hopes are likely to come out of this plunge?

Is it possible to present on the basis of today's knowledge at least a rough picture of what we are getting into, a picture of the kind of service UHF operation may be expected to provide in terms of conditions with which we already have some experience? This article is an attempt to do just that objectively, leaving the translation of the resulting picture into dollars of profits to each one who wants to take the plunge. First will be presented the competitive relationship between VHF and UHF and second a rough comparison will be made with our experience in the regular broadcast band.

Based on Few Measurements

The potentialities of UHF were based a few years ago on a very few measurements. Today commercial expectations are based largely on the experience of the RCA-NBC experiments at Bridgeport, Conn. Interestingly enough, the experience obtained there broadly confirms the sketchy knowledge which was the basis of such estimates as were made some three years ago. It seems reasonable, therefore, to say that even if our knowledge is still not accurate, it is at least of the right order of magnitude.

In this field accuracy is inherently beyond our reach because of the character of the propagation of radio waves at these frequencies. These characteristics are such that it is not possible to say with certainty whether a good picture can be obtained by putting up an antenna at any particular point; the picture may be good at one point and horrible a few feet away, although there may be no visible physical obstruction to provide a simple explanation of the phenomenon. A location which may prove good at one UHF frequency is often poor at another. The unpredictable action of these waves was expected theoretically and proven practically at Bridgeport and elsewhere. To make matters more complex, foliage and other conditions which vary with time and the season produce considerable variations and often cause a good location to become poor and vice versa, so that if an antenna is installed on a roof in winter at a spot which is selected to produce the best possible signal at that time, it is very likely not to be as good when summer comes around.

To some extent the same uncertainty exists at VHF but not nearly as much as at UHF. Estimates of service areas at these frequencies are therefore based not on the assumption of everyone being able to receive a good service within that area, but on the percentage of receiving locations capable of providing good service within that area. A good service area, for instance, is one in which 90% of the locations near its boundary are capable of providing good TV reception.

To obtain a concrete picture of the possible service at UHF a comparison will be made with VHF. Arbitrarily the comparison will be made between the service at 63 mc (Ch. 3), in the VHF band, and at 630 mc (Ch. 40), in the UHF band. A number of features are considered in sections 1 to 9 [see Technical Support, page 166] and a decibel factor attached to each giving approximately the quantitative difference between these two frequencies.

The Balance Sheet

The summary of the above items is as follows:

No.	Cause	Loss of UHF (630 mc) compared to VHF (63 mc) for same ERP in horizontal plane.
1	Transmitting antenna	—3 db*
2	Shadows	8
3	Ghosts	4
4	Seasons	4
5	Receiving antenna	14
6	Transmission line in home	2
7	Set noise and interference	6
8	Man-made noise	—8
9	Drift and tuning	3
	TOTAL	30 db

*A decibel is a unit to measure power ratio. Ten decibels is ten times in power; 20 decibels is 100 times in power; 30 decibels is 1,000 times in power.

Interpretation

It is believed that most of these figures tend to favor UHF, so that 30 db may be expected to be nearer to a minimum figure than to an average. A range from 27 db to 36 db seems a reasonable expectation. In terms of power that means that for the same service, a UHF station should have from 500 times

(Continued on page 166)

THE AUTHOR is well-known in broadcast consulting engineering. This article is deemed worthy of presentation because of the widespread controversy over UHF versus VHF coverage. It is regarded as presenting one side—an extreme point of view—notably in the light of other claims made by competent engineers. Mr. Wilmotte began practice when directional antennas for broadcast service were unknown. In 1931 he designed and installed the first directional antenna for WFLA Tampa—opening a new era. Following the TV freeze in September 1948, he became a member of the "Ad Hoc" Committee set up by the FCC to advise it on basic problems of interference. He proposed Polycasting for UHF, wherein each operator would have two channels on which he would operate two or more small transmitters, contending that large areas could be served with comparatively little power "even making UHF a better service than VHF."

DuMONT

Audience Promotion Planned In UHF Transmitter Sales

METHOD whereby DuMont will help build UHF audience for stations which buy its transmitting equipment was announced in Chicago yesterday (Sunday) at the start of the NARTB convention. Program assistance also is envisaged.

The three-point program coordinates the efforts of transmitter and receiver sales departments and of the DuMont Television Network.

Simply explained, DuMont plans to put its receiver division and network behind stations which buy its UHF equipment. The receiver division will give special promotion consideration to those cities in which DuMont station equipment has been sold, coordinating dealer and distributor advertising and publicity with the DuMont-equipped station. DuMont network will work out program arrangements for such stations, primarily through affiliation contracts.

Executives to Confer

Special arrangements were made to have Herbert E. Taylor, manager of transmitter sales; Walter L. Stickel, manager of receiver sales, and Elmore B. Lyford, director of the network's station relations, available at the NARTB convention to discuss operation of the three-way scheme with interested broadcasters. At the same time, each of DuMont's eight regional receiver sales managers are also in attendance, so that broadcasters can discuss coordinated UHF campaigns with sales executives who know their territory.

Recommending that any new stations start with minimum equipment, Mr. Taylor stated that the new 5-kw UHF Klystron transmitter [B•T, March 10] costs approximately the same for the equivalent Channel 7-13 VHF transmitter. He said that a minimum station operation (monochrome scanner, single camera, associated equipment, transmitter, antenna and transmission line) would cost around $140,000.

In early 1953, DuMont plans to market TV sets with continuous UHF-VHF tuning, Mr. Stickel announced. He also reported plans for an intensive campaign to introduce UHF to audiences even before stations go on the air. The program, Mr. Stickel said, involves joint promotion with station, dealers and distributors.

Comprehensive schedule of cooperative programs, produced by the DuMont network and to be made available to stations for local sponsors, was reported by Mr. Lyford. He also revealed that DuMont Teletranscription service amounted to 18 hours per week during 1951.

20-In. Set: $99.95

NEW 20-inch table model TV set has been put on the market by Scott Radio Labs. at cost of $99.50 placing company in category with other TV manufacturers which have begun to lower TV prices. Chain of 21 factory-owned outlets has been planned to handle sales of company's product. Stores will carry the Mirror Tone line of eight models made by John Meck Industries Div. of Scott.

UNITED TELEVISION PROGRAMS, N. Y., video producer, announced that in Pittsburgh, a single-station market, WDTV (TV), UTP is represented by four shows. Three additional programs are planned in near future.

For Polished Production in TV and AM, it's the "Q" new "Q" section of the Capitol Custom Library

All the musical effects you need, for every type of TV and AM production, are yours in Capitol's new "Q" Section ... now available in the Capitol Custom Library.

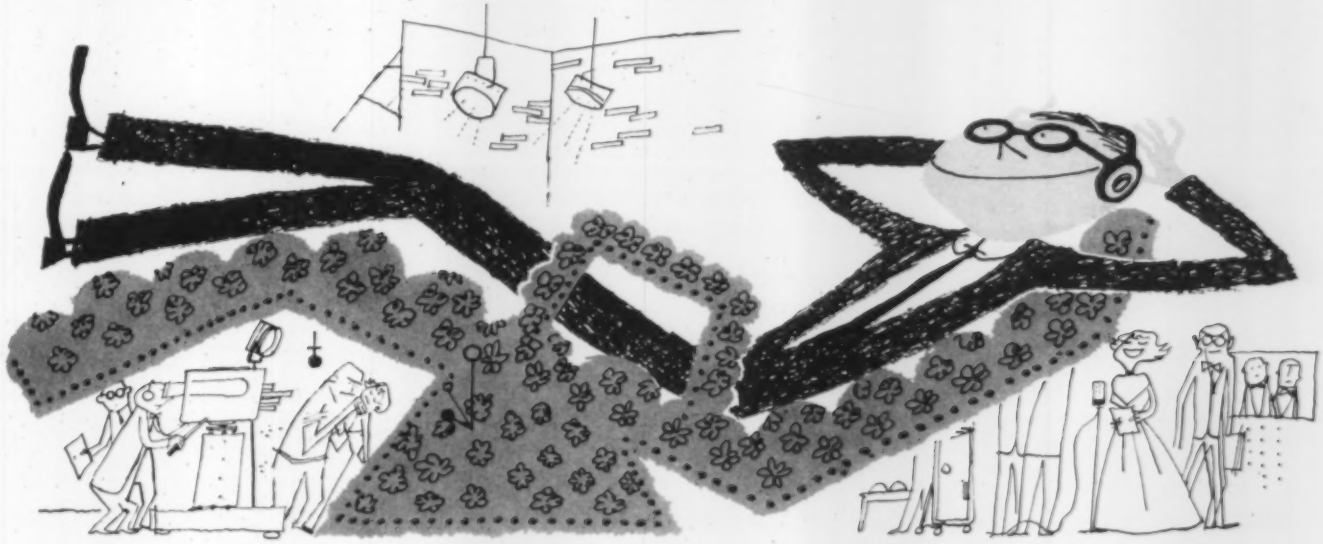
This extra service for TV and AM stations ... makes the Capitol Custom Library a "better buy" than ever before.

Get full details by mailing the coupon below, or see us at the NARTB Convention.

Whatever you need you get in the Capitol Custom Library "Q" Section—from a comedy bridge to a mysterioso theme.

MOOD MUSIC • THEMES • BRIDGES • FANFARES • CUES • STINGS • SPECIAL TRACKS FOR STATION BREAKS

Over 500 Tracks (approx. 9 hrs.) · Performed with full orchestra · Completely Instrumental · Catalogued for quick reference · On 12" Vinylite disks—easy to handle · Performance rights free to subscribers.



custom library service

Capitol RECORDS, INC. BROADCAST DIVISION

Delegates to NARTB Convention cordially invited to Rooms 535-A to 537-A. Complete information on Capitol Custom Library ... Refreshments ... Audition Facilities "At Your Service"

For complete information mail coupon.

Capitol Records Distributing Corp.,
Broadcast Sales Division
1453 No. Vine St., Hollywood 28, California.

Please send full information on "Q" Section and Capitol Custom Library as checked: ☐ AM ☐ AM-TV ☐ TV

STATION OR COMPANY_____

ADDRESS_____

CITY_____ STATE_____

BY_____ TITLE_____

AD COUNCIL POSTS

Morgens Is Chairman

HOWARD MORGENS, Procter & Gamble vice president in charge of advertising, last Thursday was named chairman of the board of the Advertising Council, while President Frederic R. Gamble of American Assn. of Advertising Agencies and President Paul B. West of the Assn. of National Advertisers were re-elected council secretary and treasurer, respectively.

Frank Stanton, president of CBS, and Leo Burnett, president of Leo Burnett Co., were elected vice chairman. Louis N. Brockway, executive vice president of Young & Rubicam, was re-elected to a vice chairmanship. Philip L. Graham, publisher of the *Washington Post* (WTOP-AM-FM-TV Washington), was re-elected chairman of the executive committee and Lee H. Bristol, president of Bristol-Myers Co., was named executive committee vice chairman.

In the presidency, Mr. Morgens, a council director for four years and chairman of the radio and television committee two years ago, succeeds Fairfax M. Cone, president of Foote, Cone & Belding, who becomes chairman of the planning committee of the council's board.

Officials pointed out that Mr. Morgens is the third consecutive midwest advertising executive named to the chairmanship of the public service advertising organization, which observes its 10th anniversary this year. Mr. Cone and Samuel C. Gale, vice president of General Mills, were his immediate predecessors as chairman.

Mr. Morgens commended the council's role as "a powerful channel" for calling public attention to "many vital problems which face our nation." He cited "collecting blood for military and civilian emergencies, recruiting student nurses, improving our public school system, explaining the American economic system, traffic safety and the U. S. defense bonds" as examples of projects in whose support "our effort has been extremely effective."

"In the Advertising Council," he said, "American businesses have an effective mechanism through which they can contribute directly to improving their communities—whether they be national, regional or local. Here we have a powerful force operating for the welfare of Americans everywhere which we intend to keep mobilized for whatever patriotic service advertising can render."

Toledo Protest

WSPD-TV Toledo decided the 148,000 TV set-owners there might prefer something other than the regular *Saturday Night Wrestling* and so informed DuMont the program was to be dropped. Within a few days after the cancellation became public and after one night of bouts had been missed, DuMont has reported, protesting calls had streamed into the studio from more than 2,000 loyal wrestling fans. Result: If you live in Toledo, you can still see the Saturday night matches on TV.

ADMIRING plaque presented by NBC to WFAA-AM-TV Dallas on its 25th anniversary as an affiliate of the network are (l to r) Alex Keese, WFAA manager; Martin B. Campbell, supervisor of the *Dallas News* radio properties, and Vicki Patterson of WFAA staff.

ASCAP INCOME REPORT

Radio-TV Contribute 85%

AMERICAN Society of Composers, Authors & Publishers had a gross income in 1951 of $14,585,657, it was reported at the society's semi-annual membership meeting held Tuesday at New York's Waldorf-Astoria Hotel. After expenses of $2,940,508, a balance of $11,645,129 was left for distribution to ASCAP's writer and publisher members, largest disbursement of any year in ASCAP history.

The report did not itemize the ASCAP revenue by sources, but it was learned that the radio broadcasters contributed approximately $8 million to the total and the TV network and station operators nearly $5 million more, the combined payments of the broadcast media accounting for some 85% of ASCAP's total income.

Kaj Velden Fire

AN ESTIMATED $1 million damage, including total destruction of stage and television sets in storage, was suffered March 23 when the two buildings of the Kaj Velden Studios Inc., scenic designers, were consumed by fire at Fort Lee, N. J. TV settings lost included those for the Fred Waring and Ellery Queen shows, in storage with sets for the Theatre Guild's road production of "Oklahoma" which had closed a week earlier. Kaj Velden occupied buildings formerly known as the Paragon movie studios, considered the motion picture capital of the world from 1908 until the end of the first world war.

'W.T.M. OF WGY'

Meenam Retires April 1

A RADIO newscasting pioneer, William T. Meenam, known as "W. T. M. of WGY," was honored by the Schenectady station and the General Electric Co., with whom he has more than 32 years of service, at the Mohawk Golf Club March 21. Connected with GE's broadcasting operation for 30 years, Mr. Meenam retires April 1.

R. B. Hanna, manager of GE's Broadcasting Stations Dept., was toastmaster. Chester H. Lang, vice president in charge of public relations for GE, was feature speaker at the event attended by nearly 100 friends and associates.

After a newspaper and advertising career, Mr. Meenam joined GE in 1920. He was writing for and about WGY long before its first program actually was transmitted from the station in 1922. An originator of many of WGY's news programs and special event broadcasts, including airings of Comdr. Richard E. Byrd's first Antarctic expedition in 1929, Mr. Meenam was the first "Esso Reporter" for Esso Standard Oil Co. when the company began its news series on the station Oct. 7, 1935.

When he retires, Mr. Meenam, who has been supervisor of WGY, WGFM (FM) and WRGB (TV) news programs, plans to continue public service work as an associate of the Schenectady County civil defense organization.

William B. Okie

WILLIAM B. OKIE, 71, retired vice president and director of J. M. Mathes Inc., died Wednesday night at his home in Darien, Conn., after a prolonged illness. He joined James M. Mathes as an original director and vice president when the agency was founded in 1933 and, as an executive there, supervised such major accounts as Canada Dry and National Carbon. Besides his wife, he is survived by two sons, William Bayard Jr. and William T., and three grandchildren.

upcoming

Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.

April 1-4: Twenty-second annual Safety Convention and Exposition, Statler Hotel, New York.

April 1-4: American Management Assn. 21st annual packaging conference and exposition, Auditorium, Atlantic City, N. J.

April 3-5: American Assn. of Advertising Agencies, spring meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 4-6: American Women in Radio & Television, second national convention, Statler Hotel, Detroit.

April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.

April 16: Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.

April 16: BAB Sales Clinic, Los Angeles.

April 16-18: American College Public Relations Assn. 36th annual convention, Carter Hotel, Cleveland.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 22d annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.

COPYRIGHT BILLS

Three House Actions

THERE were three different actions in the House last week dealing with copyrights, all of them of incidental interest to broadcasters.

1. House Judiciary Committee voted Tuesday not to approve a proposal to modify the manufacturing clause in the Copyright Act. The measure (HR 4059) was designed to smooth the way to better international copyright relations [B•T, Feb. 11, Jan. 28].

2. A Judiciary subcommittee concluded testimony Wednesday by representatives of record manufacturers and performer organizations, such as ASCAP, on HR 5473. This is a bill to license operations of coin-operated machines (juke boxes). Alternatives were considered. These would increase the royalties paid by manufacturers to composers and recording artists or provide that the manufacturer would collect the royalty for the composer or artist by pressing a juke-box identifying label into the record. The former method could increase costs to the station at point-of-purchase for recordings [CLOSED CIRCUIT, March 17].

3. Senate Judiciary Committee has received a House-passed bill (HR 3589) that would broaden the Copyright Act so as to protect recording rights of authors of non-dramatic literary works [B•T, March 24]. Main effect of this bill would be to require the broadcaster to get consent on non-literary works from the author. Big change made here, and which NARTB was instrumental in bringing about, was dropping of minimum fine of $250 for violators. Fine was changed to a maximum of $100, which NARTB feels would eliminate the possibility of a non-dramatic literary "ASCAP" being created.

4 Remote Telecasts in a Single Day!

1338 Remotes to Date

WMAR-TV's two mobile remote units have been busy for more than four years, to the tune of 1338 remote telecasts in 1612 days. Take, for example, one Saturday late in February:

1—1 to 2 PM "The Collegians" were picked up from the Greenspring Dairy auditorium.

2—2 to 4 PM Basketball remote from Annapolis fed to CBS.

3—4:30 to 5 PM Baltimore televiewers were treated to a visit by Garry Moore to the home of Bailey Goss, star of "The National Revue."

4—7 to 7:30 PM "National Amateur Time" from the Centre Theatre.

A full day of bringing Maryland to Marylanders.

In Maryland, most people watch WMAR-TV

CHANNEL 2 ★ BALTIMORE, MD.

Represented by **THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*

CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego is the
HOME PORT
of the
U. S. Navy!

An Investment of
440 MILLION DOLLARS
in Property, Plants
and Equipment
and a
Payroll of over
180 MILLION DOLLARS
in 1951, makes
the U. S. Navy
San Diego's
FIRST Industry!

Wise Buyers
BUY
KFMB
For
More
Business!

KFMB-TV
Channel 8
KFMB-AM
550 - K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

CBS CHICAGO PLANS

Revealed at Hearing

SHOULD CBS acquire facilities of WBKB (TV) Chicago, it plans (1) large, one-story TV studios on outskirts of the city, containing 2-3 studios for possibly 12 hours weekly of network originations, and (2) operating staff of 167 people, exclusive of many of the 252 WBBM employes who could be used in both AM and TV operations.

Data was announced last week by CBS executives Jack L. Van Volkenburg, president of CBS Television Div., and H. Leslie Atlass, vice president, western division, CBS Radio & Television Divisions. They appeared at the FCC hearings on the merger of ABC and United Paramount Theatres Inc., which was due to enter its eleventh week today. CBS plans to buy facilities of WBKB for $6 million if FCC approves the ABC-UPT merger.

Executives Cross Examined

Last week's activity was concerned with cross examination of ABC and UPT executives, following their direct testimony the week before [B•T, March 24]. Hearing was scheduled to continue until completion of cross-examination of Leonard Goldenson, UPT president (possibly today or tomorrow). Following that, hearings were scheduled to recess until April 14. At that time, Paramount Pictures' President Barney Balaban, Vice President Paul Raibourn, United Paramount Theatres' directors A. H. Blank and Robert B. Wilby, are to be cross-examined. The latter two are to be directors of American Broadcasting-Paramount Theatres Inc. Gordon Brown, owner of WSAY Rochester, N. Y., long-time foe of networks, will testify also after the two-week recess.

Hugeness of CBS's television studio plans in Chicago was indicated by Mr. Atlass when he explained that plan was to make installation so large sets could be left standing from day-to-day and from week-to-week. He also said that CBS has plans to build "mammoth sound stages on a scale that might well house the entire Chicago television industry." He did not amplify this reference.

Mr. Atlass submitted his exhibits in 16 leather-bound volumes, encased in a leather-bound box 12½x17x10½ inches.

CBS lost two TV sponsors because it couldn't clear Chicago, Mr. Van Volkenburg stated. It lost 15 minutes, three-times-a-week Kellogg's *Space Cadet* to ABC, he said. He also said that Borden Co. cancelled a similar time strip before it started, for the same reason.

In 1951, CBS paid $2,619,700 for cable use to feed 52 TV stations, Mr. Van Volkenburg revealed. This compared, he said, to $1,433,000 to feed 187 AM affiliates the same year.

In relating what CBS has done in TV, Mr. Van Volkenburg revealed that (1) *Columbia Television Workshop* costs about $10,000 per week, (2) *Lamp Unto My Feet*, religious program, cost $96,824.61 in 1951 exclusive of the cost of the producer, director and other overhead. Average cost of one program in December 1951 was $2,389.83. (3) Permanent staff of *See It Now* consists of 18 people. (4) CBS spent $500,000 in adding more equipment to KNXT (TV) Los Angeles after it bought it from Don Lee in 1950.

Cross examination of Robert E. Kintner, president of ABC; Edward J. Noble, chairman, ABC; Robert H. Hinckley, vice president, ABC; Robert H. O'Brien, secretary-treasurer, UPT; plus other proposed directors of AB-PT occupied most of last week.

Intimations made by FCC counsel Frederick W. Ford and Max Paglin and DuMont counsel Morton Galane were that:

● Merger would lessen competition between home TV and the-

(Continued on page 174)

Jan. Gross

(Continued from page 141)

network time during January (Table II) includes 11 advertisers who were also listed as class leaders in January 1951 and the same number of newcomers.

Table III, comparing gross TV network time purchases of each class of advertisers for January of this year with the same month of last year, shows food advertising in top position both years, with tobacco advertising second and toiletries third. Advertising of laundry soaps and cleansers fourth this January, sixth in January 1951. Automotive accounts, fifth this year, placed fourth a year ago. Household equipment, in fifth place in January 1951, stood sixth in the opening month of 1952.

FILM ACTORS

Sign Pact With IMPPA

NEW collective bargaining contract for actors in the motion picture industry was signed last week by Independent Motion Picture Producers Assn. and Screen Actors Guild incorporating all changes in recently negotiated agreement between SAG and major picture producers [B•T, March 24].

Agreement calls for increases in daily minimum for actors from $55 to $70 and weekly freelance minimum from $175 to $250. Contract also calls for separate bargaining for additional conditions for actors in films made especially for television.

SAG will have legal right to cancel contract with a studio that releases to TV any theatrical films made after Aug. 1, 1948, without first negotiating with the guild for additional pay for actors in the movie.

Negotiations between SAG and Alliance of Television Film Producers [B•T, March 17] are reported as "proceeding satisfactorily." Guild is still holding out for payment to talent for each re-issue of films in TV, maintaining that talent must have a share in the residual rights of the film receiving payment for services in subsequent showings of the film. Because of pressure of its activities, SAG was forced to postpone the March 24 contract negotiating meetings with some 60 independent TV film producers unaffiliated with any employer organization.

DERBY ON TV

'Experiment'—Corum

THE ANNUAL Kentucky Derby will be telecast on May 3 by CBS Television, Bill Corum, president of Churchill Downs, announced last week. He emphasized that this year's venture into TV would be experimental.

"We are going to study the effect on the crowd, betting and such before committing ourselves to future contracts." he stated. Gillette Co., sponsor of the radio broadcast of the Derby for several years, will sponsor the TV version.

To assure success of the telecast, Louisville TV cables must be adapted to outgoing programs. At present, they are one way, incoming.

Mr. Corum would not discuss the terms of the TV contract other than to say it involved "a substantial sum." It is reported that Churchill Downs will receive $50,000 for the broadcasting rights.

Last year, the Derby went on TV by film several hours after the race. The only live telecast of the event was made in 1949 by a Louisville station.

McCARTHY SUES BENTON

Asks Damages of $2 Millio

STATEMENT by Sen. Joseph R. McCarthy (R-Wis.) on a TV broadcast (*See It Now* on CBS Television) in which he "misrepresented my testimony," caused Sen. William Benton (D-Conn.), to waive his immunity and challenged Sen. McCarthy to bring suit in federal court, Sen. Benton declared last Thursday [B•T, March 24].

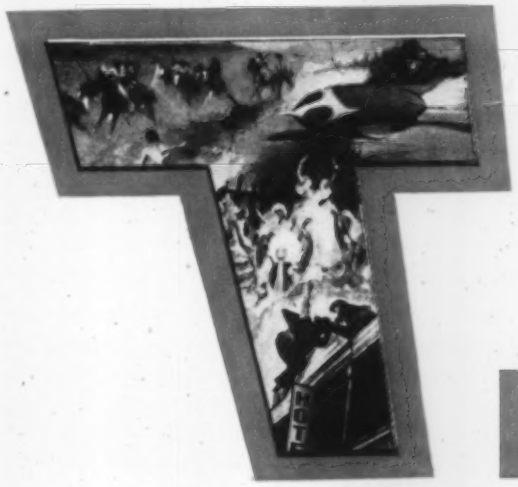
It was the waiving of immunity by Sen. Benton that brought filing by Sen. McCarthy in Federal District Court in Washington, D. C. last week of a $2 million libel and slander suit against his Connecticut colleague.

Sen. Benton is author of a Senate resolution asking an investigation of Sen. McCarthy's fitness to remain in the upper chamber. The Wisconsin legislator charged that he was libeled and slandered by Sen. Benton in the latter's effort to oust him.

Studios of WORLD'S LARGEST DISTRIBUTORS OF MOTION PICTURES FOR TELEVISION!

A GREAT HOLLYWOOD MOTION PICTURE STUDIO WITH THE "KNOW-HOW" THAT DELIVERS TOP QUALITY PRODUCT FOR TV!

HOLLYWOOD TELEVISION SERVICE



HTS Product is the talk of the TV industry! Highest ratings are now being obtained in market after market with our films! Ours is a big league operation in every detail. Our prints are all brand new; our organization is nation-wide with 32 branch offices in key cities to service your every need!

We have a large assortment of

FEATURES! DRAMAS! MYSTERIES!

many costing upwards of $1,000,000. We also have hundreds of westerns known world-wide such as Red Ryders, Three Mesquiteers, Sunset Carsons, Don "Red" Barrys, Johnny Mack Browns, Bob Steeles and many others, also SERIALS (6 half hour chapters each).

•

We are planning to produce many series of pictures made expressly for TV, averaging 26½ minutes, tailored to meet the requirements of your local sponsor, some of which are now in the early stages of production. You will be notified promptly as soon as these are completed.

HOLLYWOOD TELEVISION SERVICE INC.

SERVICE

WRITE! WIRE! PHONE!

HOLLYWOOD TELEVISION SERVICE • 4020 CARPENTER AVE. No. HOLLYWOOD, CALIF. • SUnset 3-8807

EARL COLLINS, *President and General Sales Manager* • MORTON W. SCOTT, *Vice-President and Production Manager*

DU MONT *Announces...*

A NEW 5 KW UHF TRANSMITTER

for channels 14-83

COMBINED VISUAL AND AURAL EXCITER

Center frequency stabilization is maintained through the employment of a combined visual and aural exciter. One crystal controls the center frequency of both the aural and visual transmitters. The 4.5 megacycle difference frequency is thus maintained to positive accuracy. This Du Mont development results in clean, simple circuitry that means easier maintenance, trouble-free operation.

LOW DRIVING POWER

The phenomenal gain of the Klystron amplifier requires only nominal driving power. The driver unit is a simple, low-maintenance unit employing few tubes. Utmost dependability and performance are realized with this design.

UHF TRANSMITTER BROCHURE

Send for the complete story on this new transmitter development. If you are considering UHF transmission this is the story you will profit by.

write Dept. BTU

UHF *at* VHF *prices*

Representing a culmination of extensive research and development by Du Mont, this new UHF transmitter now makes possible UHF transmission at the price of VHF. In addition, the simplicity of circuitry employed in this new transmitter provides top dependability and performance, along with lowest maintenance costs.

Through the use of the Du Mont 5 KW UHF Transmitter, it is possible for the UHF broadcaster to go on the air with an ERP of 100 KW or greater. All the inherent limitations of UHF transmission as to cost, maintenance and operation have been eliminated in this newest product of Du Mont engineering skill.

for future growth

The exciter and driver units incorporated in the Du Mont 5 KW UHF Transmitter provide for future expansion to higher powers. The driver provides many times greater power than required by the 5 KW Klystron. For future expansion it is necessary only to change the power amplifiers, utilizing the original exciter and driver with no modifications.

TUNING CAVITIES

Revolutionary design permits the use of Klystron cavities entirely divorced from the power tube. These cavities are part of the transmitter and do not need replacing with tube changing. Easily and quickly tuned by means of simple built-in test equipment.

THE EIMAC KLYSTRON

Simple Klystron, less cavities provides LONG LIFE—LOW COST power amplifier. Three basic sizes cover the entire UHF band.

TELEVISION TRANSMITTER DIVISION

ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

WSPD-TV
"SPEEDY" THE PIONEER

1 STATION
1 CHANNEL
1 DIAL SETTING

ON
WSPD-TV
TOLEDO
with

158,000
TELEVISION SETS

A FORT INDUSTRY STATION
NBC AFFILIATE
A FORT INDUSTRY STATION
Rep. by The Katz Agency, Inc.
WSPD-TV
CHANNEL 13
TOLEDO, OHIO

Nat. Sales Hq. 488 Madison Avenue,
New York 22, ELdorado 5-2455

telestatus

Theatre Attendance Studied in Milwaukee

(Report 209)

MOTION picture theatre attendance habits of Milwaukeeans, both those with and those without television sets, have been tabulated in the 1952 *Milwaukee Journal* Consumer Analysis of the Greater Milwaukee market. The Journal Co. is licensee of WTMJ-AM-TV.

Full survey is not slated to be released until early next month, but an advance report on the "Movie Attendance" category has been made available.

Consumer Analysis questionnaires were returned by 5,000 Milwaukee families (2% of the metropolitan area) during Jan. 2-15.

Resultant figures show that 9.9% of the families with TV had attended a movie theatre within the week just past, while 18% of those without TV went to the movies during the same period.

Nearly half (47.2%) of those with TV had not been to a movie theatre within six months. Less than a third (30.6%) of those without TV had not gone to the movies in that length of time.

The advance report does not give figures on movie theatre attendance habits of TV set owners before they acquired TV, so that the degree of change attributable to video cannot be measured. The advance report includes the statistics shown below.

* * *

DIVISION OF GREATER MILWAUKEE FAMILIES ACCORDING TO THEIR MOVIE ATTENDANCE HABITS

Length of Time Since A Movie Was Attended

	Families HAVING a TV Set		Families NOT HAVING a TV Set		Total	
	Per Cent	Number	Per Cent	Number	Per Cent	Number
Within past week	9.9%	19,594	18.0%	12,452	12.0%	32,052
One to four weeks ago	13.6	26,917	21.6	14,943	15.1	41,935
One to six months ago	29.3	57,991	29.8	20,615	29.5	78,795
Six months to a year ago	17.7	35,032	11.0	7,610	16.0	42,736
More than a year ago	29.5	58,387	19.6	13,559	26.8	71,582

Choice of Neighborhood or Downtown Theaters

	Families HAVING a TV Set		Families NOT HAVING a TV Set		Total	
	Per Cent	Number	Per Cent	Number	Per Cent	Number
Neighborhood theatre	80.0%	158,337	77.7%	53,752	65.2%	174,149
Downtown theatre	20.0	39,584	22.3	15,427	34.8	92,951

WRGB (TV) Announces Rate Increases

WRGB (TV) Schenectady is boosting rates, effective Tuesday (April 1), when the one-hour gross rate in Class A time goes from $500 to $625. Rate Card No. 6 also sets up a new Class D rate applicable to one-minute announcements and station breaks from sign-on to 11 a.m. ($35 gross).

Other basic rates under the new card: One-hour gross rate in Class B time, $468.75; Class C, $312.50. Gross rate for one-minute announcements and 20-second station breaks in Class A time, $125 gross; Class B, $90; Class C, $60. Ten-second station breaks continue at one-half the regular station-break rate. Orders signed prior to effective date of the changes will be protected for six months.

Since the current rate card went into effect Jan. 1, 1951, it was pointed out, TV set circulation in the WRGB area has gained 54.9%.

* * *

'Lucy' Tops Trendex For March 1-7

MARCH Trendex TV program popularity report, based on one live broadcast during week of March 1-7, lists following top 10 sponsored evening network shows:

TRENDEX REPORT

1. I Love Lucy (CBS)	47.1
2. Talent Scouts (CBS)	46.1
3. Star Theatre (Berle) (NBC)	41.2
4. Red Skelton Show (NBC)	37.8
5. Your Show of Shows (NBC)	36.6
6. Fireside Theatre (NBC)	35.1
7. You Bet Your Life (NBC)	32.9
8. Mama (CBS)	32.7
9. Man Against Crime (CBS)	32.1
10. Racket Squad (CBS)	31.6
Special Event: March 6, 10:30-11 p.m. President Truman (All networks)	45.2

Weekly Television Summary—March 31, 1952—TELECASTING Survey

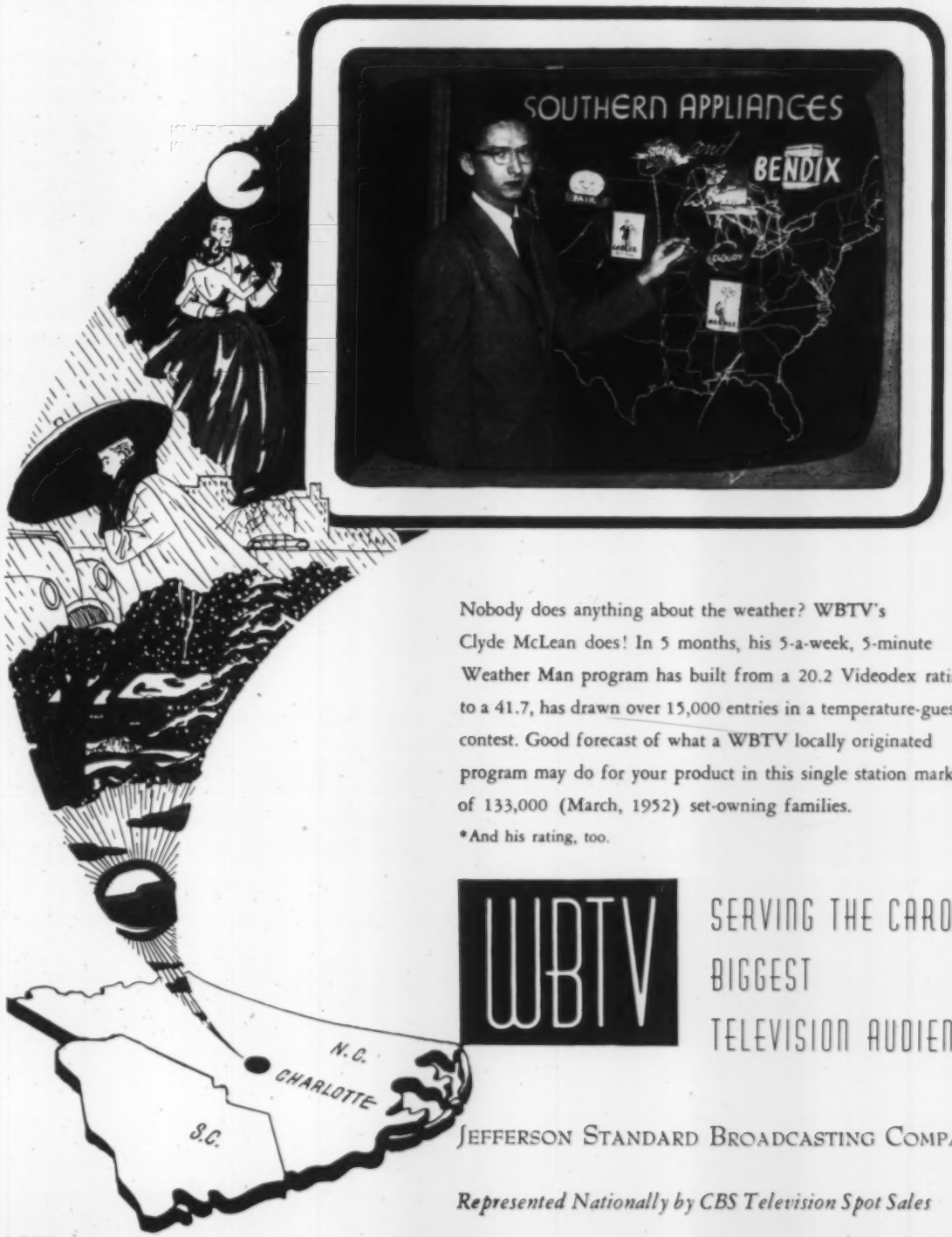
City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	86,464
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	372,937
Binghamton	WNBF-TV	53,595
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	137,000
Boston	WBZ-TV, WNAC-TV	873,761
Buffalo	WBEN-TV	258,240
Charlotte	WBTV	138,999
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,095,185
Cincinnati	WCPO-TV, WKRC-TV, WLWT	342,000
Cleveland	WEWS, WNBK, WXEL	595,315
Columbus	WBNS-TV, WLWC, WTVN	222,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	157,869
Davenport-Quad Cities	WOC-TV Include Davenport, Moline, Rock Isc., E. Moline	96,000 230,000
Dayton	WHIO-TV, WLWD	750,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	162,384
Erie	WICU	157,868
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	217,031
Grand Rapids-	WOOD-TV	105,740
Greensboro	WFMY-TV	127,530
Houston	KPRC-TV	80,350
Huntington-Charleston	WSAZ-TV	216,350
Indianapolis	WFBM-TV	53,000
Jacksonville	WMBR-TV	144,116
Johnstown	WJAC-TV	185,140
Kalamazoo	WKZO-TV	195,674
Kansas City	WDAF-TV	139,552
Lancaster	WGAL-TV	85,000
Lansing	WJIM-TV	1,232,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	
Louisville	WAVE-TV, WHAS-TV	141,063
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	16,200
Memphis	WMCT	123,020
Miami	WTVJ	110,000
Milwaukee	WTMJ-TV	320,945
Minn.-St. Paul	KSTP-TV, WTCN-TV	318,200
Nashville	WSM-TV	65,785
New Haven	WNHC-TV	250,000
New Orleans	WDSU-TV	85,359
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,890,000
Newark	WATV	107,101
Norfolk	WTAR-TV	121,014
Oklahoma City	WKY-TV	124,475
Omaha	KMTV, WOW-TV	1,021,966
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	55,100
Phoenix	KPHO-TV	389,000
Pittsburgh	WDTV	205,000
Providence	WJAR-TV	113,505
Richmond	WTVR	138,000
Rochester	WHAM-TV	91,563
Rock Island-Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	74,600
Salt Lake City	KDYL-TV, KSL-TV	71,704
San Antonio	KEYL, WOAI-TV	128,000
San Diego	KFMB-TV	348,500
San Francisco	KGO-TV, KPIX, KRON-TV	
Schenectady-Albany-Troy	WRGB	202,800
Seattle	KING-TV	135,300
St. Louis	KSD-TV	382,000
Syracuse	WHEN, WSYR-TV	171,126
Toledo	WSPD-TV	158,000
Tulsa	KOTV	109,865
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	344,004
Wilmington	WDEL-TV	96,081

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,591,172

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

his head is in the clouds*



Nobody does anything about the weather? WBTV's Clyde McLean does! In 5 months, his 5-a-week, 5-minute Weather Man program has built from a 20.2 Videodex rating to a 41.7, has drawn over 15,000 entries in a temperature-guessing contest. Good forecast of what a WBTV locally originated program may do for your product in this single station market of 133,000 (March, 1952) set-owning families.

*And his rating, too.

WBTV

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

WHEN TELEVISION SELLS . . .

IN

SYRACUSE

. . . BECAUSE IN SYRACUSE THEY "WATCH WHEN"

SYRACUSE TELEPULSE
FEB. 1-7, 1952
MON.-FRI. AVERAGE

HOUR	WHEN	STA. "B"
7:00	27.6	15.8
7:30	23.7	19.4
7:45	26.0	22.2
8:00	33.2	25.7
8:30	36.1	23.4
9:00	32.7	27.3
9:30	30.2	28.3
10:00	28.9	27.2
10:30	27.1	22.5
11:00	16.9	12.3
11:15	16.1	8.3
11:30	14.2	*
11:45	13.8	*

WHEN-TV RATES *FIRST* IN EVERY TIME PERIOD FROM 7:00 P.M. TO MIDNIGHT, MONDAY THROUGH FRIDAY AVERAGE.

HERE'S PROOF THAT WHEN IS CENTRAL NEW YORK'S MOST LOOKED-AT TELEVISION STATION.

CBS • ABC • DUMONT

Represented nationally By THE KATZ AGENCY

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

film report

Bing Crosby Enterprises will reserve forthcoming *Perry Mason* half-hour television film series for local sponsors. This decision is the result of a survey made by its distributing organization, **United Television Programs.**

The survey showed that offers for first run rights from sponsors in various areas indicated larger gross revenue than could be delivered from a single national advertiser, it was said.

Basil Grillo, executive vice president in charge of production, and **Charles Brown,** vice president in charge of sales for BCE, formulated the local sponsor sales policy.

The series goes into production today (Monday).

Sales . . .

Jerry Fairbanks Productions, Hollywood, announces sale of *Ringside With the Rasslers,* hour TV wrestling film series, to **WNHC-TV** New Haven, Conn., for **Piel's Beer,** same city, for 52 weeks; **WFIL-TV** Philadelphia for **Goetz Beer,** same city, for 26 weeks through **Scheideler-Beck-Werner Adv.,** Philadelphia.

Company's *Hollywood Half Hour* film series, sponsored by **General Metalcraft Co.,** Phoenix (home shutters), on **KPHO-TV** Phoenix for 13 weeks.

Firm's *Front Page Detective* starting re-run on **WBZ-TV** Boston for **Cott Beverage Corp.,** New Haven, Conn., through John C. Dowd Inc., Boston.

Production . . .

Scenes of 1952 **Studebaker** being tested at the automobile firm's proving grounds, South Bend, Ind., were shot by **Sarra Inc.,** Chicago, for use in video commercials. The new car's performance test is shown in two one-minute films prepared by **Roche, Williams & Cleary** agency, Chicago. **Kirby Roche** supervised for the agency at Sarra's studios.

* * *

Arrow Productions Inc., formed by **Harry S. Rothschild** and **Leon Fromkess,** will make three film series, 26 in each of half-hour duration, a total of 78 films, which will be sold open end. The first is *Ramar of the Jungle.* Thirteen of these will be shot May 5th to June 26th, and the final thirteen July 11th to August 29th. Mr. Fromkess will be executive producer for all Arrow productions. **Rudy Flothow** will produce the Ramar series. **Lew Landers** will direct. **Wilbur McGaugh** has been signed as assistant director and **Dan Hall** as art director. **Jack Greenhalgh,** who shot some of the backgrounds in Africa, will be cameraman on *Ramar.* **Sherman L. Lowe, George Sayre** and **Charles Condon,** writers under contract to Arrow, are now finishing the last three episodes of the jungle series on which **Dwight Caldwell** will act as supervisory editor.

* * *

Filming of *The Buster Crabbe Show,* television program series with a western format, has just been completed, according to **Jules Weill,** head of **Film Vision Corp.,** New York producers. Twenty-six half-hour programs of the series are "in the can," he indicated, to be available to the market after April 1. Preview information and sample prints of the series, which stars the athlete-movie actor-television personality after whom it was named, are available now from the Film Vision New York offices.

* * *

The **U. S. Army** in Japan is now filming new public service television series titled *Report From the Far East.* Purpose of series is to inform the public of Army activities in the Far East Theatre. Included in the series are subjects concerning American - Japanese relations. Twelve five-minute subjects have been completed and plans call for production of one film a week for national distribution.

The Far East Radio-TV Branch also will be servicing local television stations with short interviews with soldiers in Japan and Korea for news events of local interest.

* * *

Interstate Television Corp., Hollywood, plans *The Ethel Barrymore Theatre,* new half-hour TV film series. **Ethel Barrymore,** stage and film star and 1944 Motion Picture Academy Award winner, will appear as commentator and actress, serving also in advisory capacity. Miss Barrymore's contract calls for undisclosed top salary plus residual interest.

Lee Savin, New York producer, joins interstate as producer and plans April production on first series of 26.

* * *

William F. Broidy Productions, Hollywood, starts third series of 13 half-hour TV film, *Wild Bill Hickok,* starring **Guy Madison** and **Andy Devine. Frank McDonald** directs.

Brodco Studios, damaged during recent fire, now repaired along with complete sound-proofing of all stages. Studios will be made available to TV and commercial film producers.

* * *

Berman Swarttz Productions, Hollywood, headed by **Berman Swarttz,** who is also general counsel Motion Picture Center, starting 13 half-hour TV film series, *Wilbur Peddie — Skip Tracer.* **Edward Everett Horton,** stage and film actor, signed as star, replacing **Richard Hayden** who directed and starred in pilot film.

* * *

Don Sharpe Productions, Culver City, starting 13 half-hour comedy TV film series, *Something Always Happens,* at RKO-Pathe Studios. **Robert Cummings,** stage and film star, and **Julie Bishop,** film actress, signed for leading roles. **Fred Guoil** directs with **Dave Marks** and **Sam Ruman,** his assistants. Producer is **Don Sharpe.**

* * *

Hal Roach Studios, Culver City, starting four half-hour TV films for **duPont Co.,** Wilmington, Del., for NBC-TV *Cavalcade of America* series. **Sidney S. Van Keuren** is executive producer. Agency is BBDO, Hollywood.

* * *

Karl E. Moseby, vice-president in charge of production **Scandinavian-American Television Co.,** Beverly Hills, on way to Copenhagen, Denmark, to start production on 13 half-hour TV film series, *Hans Christian Andersen Tales.* Accompanying him are **Thor Brooks,** production manager, and **Walter Klinger,** sales representative. **Malvin Wald,** writer, has completed scripts, done in cooperation with Royal Danish government [B•T, Feb. 25].

* * *

Simmel-Meservey Television Pro-

(Continued on page 158)

Need a Good Film Spot..

AT A MODERATE PRICE TO FIT A LOW BUDGET?

FILMACK can make it, as they're doing for hundreds of advertisers the country over.

For 35 years FILMACK has produced top-quality film titles and messages for theatres and agencies. Experience counts. Our staff, complete lab, sound studio and camera equipment can save you time and money. Send in your copy for estimate. Our low prices will surprise you.

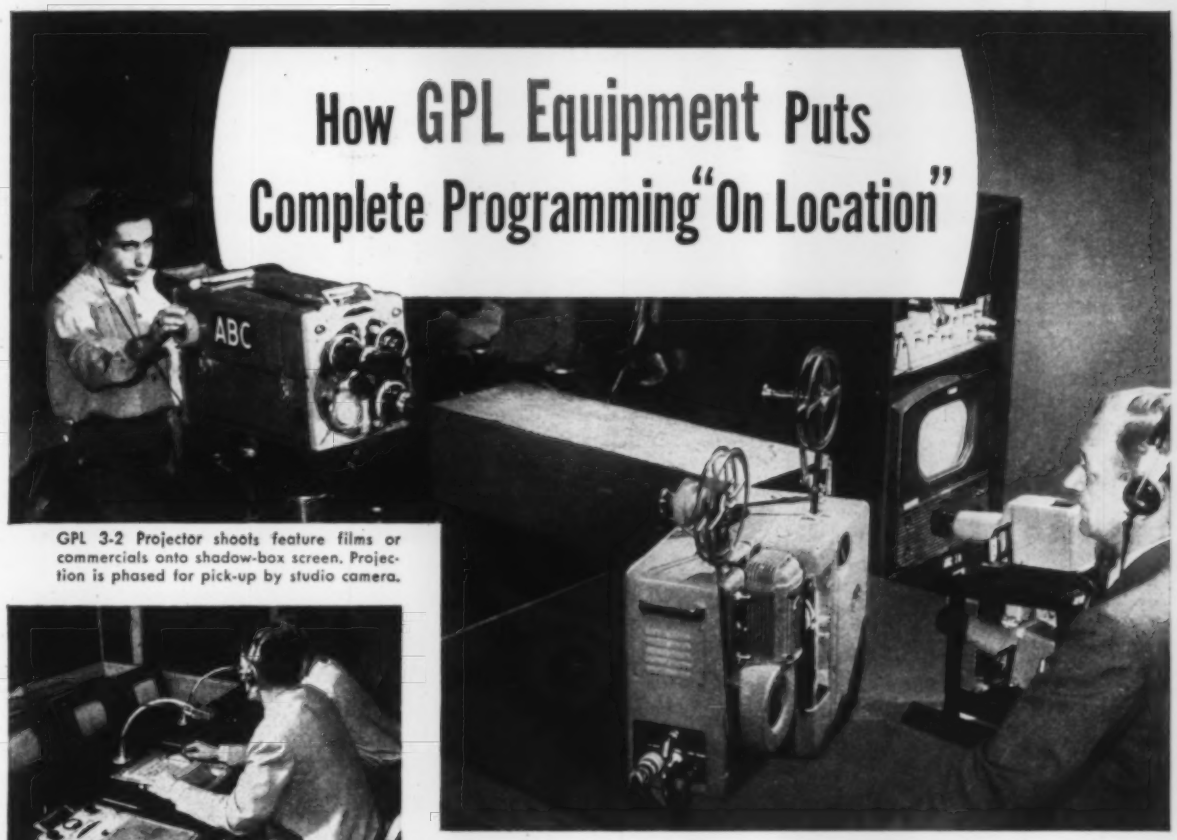
TV FILM SPOTS with AUDIO

AS LOW AS
8 Sec. $50
20 Sec. $80
1 Minute $150

Filmack Studios

1331 SOUTH WABASH AVENUE • CHICAGO 5, ILLINOIS

How GPL Equipment Puts Complete Programming "On Location"

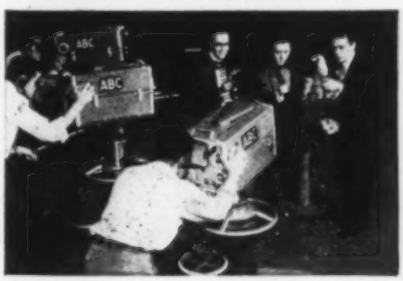


GPL 3-2 Projector shoots feature films or commercials onto shadow-box screen. Projection is phased for pick-up by studio camera.

Removable control panel of GPL Video Switcher permits convenient flush-mounting of both sections in control room operating board.

Compact GPL Cameras feature smooth operation, simplified control, (Swing-up and removable chassis permit easy servicing).

GPL Camera Control Units and Master Monitor fit neatly in small booth. Intercom system provides for single or split headphones.



. . . for ABC-TV

When ABC's two GPL-equipped studios are on the air, there's no need for telecine studio standby. Completely independent and self-contained, each studio can handle live or canned action, feature films, film or slide commercials, or any *combination* of camera work demanded by programming . . . and handle it smoothly, speedily.

Both studios are equipped with 4 GPL cameras, camera control and power units, video switcher, and master monitor—supplemented with a portable 3-2 projector for handling film work independently of the regular film chain. "Human-engineered," the GPL camera chains were developed from motion studies of cameramen. World's most compact broadcast chains, they feature push-button turret and iris controls, right or left hand focus knobs, full range of camera control from CCU or remote location.

Every unit in these GPL-equipped studios is lightweight and portable, so that it may be employed in the field as well as in any studio at a moment's notice.

Learn what GPL TV equipment can do for your operation.
Write, Wire or Phone for Details Today

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

GPL

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

Film Report

(Continued from page 156)

ductions Inc., Beverly Hills, sending **Jackson Winter**, photographer, on seven-month trip around world to film in color unusual locales for *Yesterday's World Today*, new 13 quarter-hour TV film series. Spots include Mt. Athos, Greece, Carcassonne, France, Galilee, Israel, and Cranada, Spain.

Just completed is *Ghost Towns of the West*, 13 quarter-hour TV film series.

Half-hour TV film series starring **Gloria Swanson**, stage and film star, is planned for near future.

* * *

Tony London and **Ira Uhr**, producers at **Frank Merriwell Enterprises**, Hollywood, plan half-hour TV film series in conjunction with **Aleen Leslie**, writer *Date with Judy* series. Proposed films, *Scientists in Petticoats*, will dramatize lives of feminine pioneers in fields of science and medicine.

* * *

Bing Crosby Enterprises, Los Angeles, having acquired rights to 300 short stories by **Leonard Marrick**, plans 52 half-hour TV film series, titled *Chair on the Boulevard*. **John Nasht**, executive producer Meredith Productions, Hollywood, and **Walter Doniger**, TV and feature film writer, will write, produce and direct.

Claude Dauphin, French stage and film star now in U. S., enacts leading role in first film in series.

Lew Landers, director Revue Productions, *Kit Carson* TV film series, signed by **Arrow Productions Inc.**, Hollywood, to direct first of three 13 half-hour TV film series, *Ramar of the Jungle*. **Sherman L. Lowe, George Sayre** and **Charles Condon**, writers, completing scripts. Executive producer, **Leon Fromkess**, plans May 5 starting date.

Film People . . .

Hollywood Television Service Inc., North Hollywood, Calif., appoints **Ben Elrod**, Chicago branch manager Republic Pictures Corp., as Midwest sales representative, and **Al Horwitz**, executive Republic Pictures Corp., as Western sales representative in Hollywood.

* * *

Jerry Fairbanks Productions announces four additions to some of its regional offices.

Gordon Thompson, sales department of Wilding Pictures, Cleveland, joins Fairbanks organization in charge of TV sales for Cleveland.

Douglas Gardner, account executive with IBM, New York, and **Richard Morse**, account executive Wilding Pictures, same city, to the Fairbanks New York sales office in similar capacities.

Richard Buch, sales manager Charles D. Beeland Co., Atlanta, signed by Fairbanks to head company's new Atlanta Division. Mr. Buch was director of film activity for duPont Corp., Wilmington, Del.

* * *

Marten E. Lamont, actor-director-writer and former New York independent TV packager, acquires TV film rights to all **Mary Roberts Rinehart** *Tish* short stories.

* * *

Bert Shefter, Hollywood composer-conductor-arranger and president Cecille Music Co., signed by **Jerry Courneya Productions**, Beverly Hills, as musical director.

* * *

Orchestras of **Duke Ellington** and **Ralph Flanagan** signed by **Snader Telescriptions Corp.**, Beverly Hills, for TV film appearances, budgeted at $48,000, in second library of Telescriptions.

* * *

Robert Golden, producer Edward Golden Productions, Hollywood, signed by **Dougfair Corp.**, Beverly Hills, as supervising editor on *Terry and the Pirates*, TV film series.

* * *

Murphy-Thomas Productions Inc., Hollywood, signs **Victor Stoloff**, film director, for similar duties on "Counterfeit Coin," first of 13 half-hour TV film series, *Frontier Detectives*.

* * *

Dougfair Corp., Beverly Hills, signs **Charles McGraw**, film actor, seen in RKO *The Korean Story*, to enact role of Le Tigre in NBC-TV *Foreign Legion*, half-hour series, to be filmed in and around Casablanca. **Anthony Bartley**, writer and World War II RAF ace, writing series.

* * *

John Dehner, film actor, signed by **Jerry Fairbanks Productions**, Hollywood, as narrator-actor in quarter-hour TV film for **Firestone Tire & Rubber Co.**, Akron.

PEABODY AWARD 1951
originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM
TELEVISION
CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

OMAHA U. ON KMTV (TV)

Will Air College Courses

SERIES of six-week college courses will be offered via television, according to a joint announcement made by U. of Omaha and KMTV (TV) there. Series will get underway April 28 with telecasts planned Monday through Friday.

Milo Bail, president of the university, stated the school is preparing an enrollment plan making it possible for viewers to receive college credits if they pass a special examination. Mr. Bail stated, "I am sure that many will benefit from this new educational series of weekday quarter-hour telecasts."

Entire cost of the execution of the project including time, production, promotion and initial set building will be absorbed by KMTV.

'HOWDY' LURES

Kids and Billings, Too

THAT puppet star of television, Howdy Doody, whose program of the same name appears every weekday on NBC-TV, has hit a landmark. Its 1,000th telecast was the first program in television history to reach the mark, according to the Kagran Corp., which licenses Howdy Doody products [B•T, Feb. 25, 4].

The first Howdy Doody product, a replica doll for moppets, was licensed by the firm in 1948 and was a success. Since then Kagran has licensed more than 65 Howdy Doody products.

Kagran says *Howdy Doody* sold $5 million worth of time for NBC-TV in 1951 and $25 million worth of Howdy products for the licensees. First program of the wide-mouthed, snub-nosed and big-eared TV character, beloved by his undersized audience, began on the network in 1948. The show is now on NBC radio for a one-hour visit Saturday, where Howdy is expected to bring in additional billings for the network, and strengthen his fame in areas TV has not yet reached.

Poll Parrott Shoes, one of the Howdy advertisers, expects to expand its station coverage from 67 outlets for late March to 100 by the fall. Kagran adds that Howdy licensees should be receiving a total $40 million from their merchandising this year. Program claims an audience of 35 million youngsters will be supplemented by the new radio show. Other sponsors include Mars Candy, Colgate Toothpaste, Palmolive Soap, Ovaltine, Kellogg's Cereals and Welch's Grape Juice.

BAGNALL & ASSOC.

Formed in Hollywood

INCORPORATED for $100,000, a new Hollywood firm, George Bagnall & Assoc. Inc., has been formed to produce and distribute feature motion pictures for television.

Firm is headed by five motion picture and radio-television executives as equal partners. They will establish offices within the next week when officers are to be announced.

Principals in enterprise are George L. Bagnall, for 11 years vice president in charge of production for United Artists; Jack O'Loughlin, midwest division manager of United Artists for 13 years; Pat Campbell, former vice president in charge of station and public relations of Don Lee Broadcasting System for eight years and prior to that western division general manager of World Broadcasting System; Ken Hodkinson, owner-operator of Oregon motion picture theatres; Fred Lindquist, midwest sales representative for United Artists and prior to that General Electric Co. radio equipment distributor in the Midwest.

SNADER HAS THE STARS!

Yes, SNADER has the largest talent roster in the entire industry. With more than 100 big-name stars in 800 films, SNADER TELESCRIPTIONS represents a glittering galaxy of talent from every branch of the entertainment world.

TONI ARDEN
BONNIE BAKER
CHARLIE BARNET & ORCH.
COUNT BASIE & ORCH.
NITA BIEBER DANCERS
THE BOBCATS
TERESA BREWER
PAMELA BRITTON
LES BROWN & ORCH.
CAB CALLOWAY & ORCH.
CANDY CANDIDO
FRANKIE CARLE
IKE CARPENTER & ORCH.
CASS COUNTY BOYS
PAGE CAVANAUGH TRIO
JUNE CHRISTY
JAN CLAYTON
NAT "KING" COLE
CLARK DENNIS
DINNING SISTERS
TENNESSEE ERNIE
IRVING FIELDS & TRIO
FIRE HOUSE FIVE PLUS TWO
CHARLES FREDERICKS
JAKOB GIMPEL
GUADALAJARA BOYS
TITO GUIZAR
CONNIE HAINES
LIONEL HAMPTON & ORCH.
THE HARMONICATS
MARY HATCHER
JUNE HUTTON
RED INGLE
BURL IVES
GLORIA JEAN
HERB JEFFRIES
ALLAN JONES
KING SISTERS
MARINA KOSHETZ
PEGGY LEE
ADA LEONARD & ORCH.
NICK LUCAS
JIMMY McHUGH
RAY MIDDLETON
BOB MITCHELL CHOIRBOYS
CARLOS MOLINA & ORCH.
PATRICIA MORISON
RED NICHOLS
PHIL OHMAN & ORCH.
KORLA PANDIT
TONY PASTOR & ORCH.
PIED PIPERS
CARL RAVAZZA
ALVINO REY & ORCH.
CHUY REYES & ORCH.
TEX RITTER
ROSEMARIE
LANNY ROSS
ANDY & DELLA RUSSELL
GEORGE SHEARING
GINNY SIMMS
ARTHUR LEE SIMPKINS
THE SKYLARKS
JON & SONDRA STEELE
GALE STORM
ERIC THORSEN
MEL TORME
MERLE TRAVIS
BEVERLY TYLER
MIGUELITO VALDEZ & ORCH.
SARAH VAUGHAN
THE WEAVERS
LAWRENCE WELK & ORCH.
TEX WILLIAMS & ORCH.
FRANK YANKOVIC
FLORIAN ZABACH

• *Watch for our latest releases . . . featuring:*
DUKE ELLINGTON, FRAN WARREN, RALPH FLANAGAN, DELTA RHYTHM BOYS,
APRIL STEVENS, POLLY BERGEN, JACK TEAGARDEN . . . . *with more to come!*

SNADER HAS THE STATIONS!

SNADER TELESCRIPTIONS are seen in every important TV market from coast to coast. No TV product can boast a larger audience of Televiewers. More than 55 TV stations are televising SNADER TELESCRIPTIONS . . . and new stations are being added regularly!

WSB-TV— Atlanta
WMAR-TV— Baltimore
WNBF-TV— Binghamton
WAFM-TV— Birmingham
WTTV— Bloomington
WBZ— Boston
XELD-TV— Brownsville
WBTV— Charlotte
WGN-TV— Chicago
WKRC-TV— Cincinnati
WNBK— Cleveland
WTVN— Columbus
WOC-TV— Davenport
WWJ-TV— Detroit
WICU-TV— Erie
WBAP-TV— Fort Worth
WFMY-TV— Greensboro
KPRC-TV— Houston
WSAZ-TV— Huntington
WFBM-TV— Indianapolis
WMBR-TV— Jacksonville
WJAC-TV— Johnstown
WDAF-TV— Kansas City
WGAL-TV— Lancaster
KHJ-TV— Los Angeles
KNBH— Los Angeles
WAVE-TV— Louisville
WMCT— Memphis
XHTV— Mexico City
WTVJ— Miami
WTMJ-TV— Milwaukee
WTCN-TV— Minneapolis
WDSU-TV— New Orleans
WABD-TV— New York City
WTAR-TV— Norfolk
WKY-TV— Oklahoma City
WOW-TV— Omaha
WFIL-TV— Philadelphia
KPHO-TV— Phoenix
WDTV— Pittsburgh
WJAR-TV— Providence
WHAM-TV— Rochester
KSD-TV— St. Louis
KDYL-TV— Salt Lake City
KEYL-TV— San Antonio
KFMB-TV— San Diego
KRON-TV— San Francisco
WRGB— Schenectady
KING-TV— Seattle
WSYR-TV— Syracuse
WSPD-TV— Toledo
KOTV— Tulsa
WKTV— Utica
WNBW— Washington
WDEL-TV— Wilmington

SNADER TELESCRIPTIONS CORP.

LOUIS D. SNADER, President

177 SOUTH BEVERLY DRIVE, BEVERLY HILLS, CALIFORNIA

Distributed by SNADER TELESCRIPTIONS SALES, INC.

LOS ANGELES • CHICAGO • NEW YORK • CLEVELAND • ATLANTA

WOR-TV TO AIR BROADWAY PLAYS

Past Hits Set for Five-a-Week Runs in 26-Week Series

PLANS for telecasting full-length Broadway dramatic successes and for keeping each one on for five consecutive nights have been announced by Theodore C. Streibert, president of WOR-TV New York.

The double-TV innovation of transferring the hit dramas from the stage to television without cutting their playing time and of telecasting each drama across the board from 7:30 to 9 p.m., Monday through Friday, will start April 14 with the telecasting of "The Trial of Mary Dugan."

The General Tire & Rubber Co. will sponsor the new five-a-week series, which is set for 26 weeks, Mr. Streibert said. The company is offering to share this sponsorship with one more concern and a couple of advertisers have expressed interest, he reported, adding that if no such deal is made, General Tire & Rubber will assume full sponsorship. D'Arcy Adv. Co., General Tire's agency, is handling the commercials to be used on the program.

Move is part of a general strengthening of the WOR-TV program structure which has been under way since January when General Tire & Rubber Co. became major stockholder in General Teleradio Inc., owner of WOR-AM-FM-TV, Mr. Streibert stated [B•T, Jan. 21]. He predicted that this new *Broadway TV Theatre* series, plus the station's telecasts of the home games of the Brooklyn Dodgers, starting April 12 with F & M Schaefer Brewing Co. and American Tobacco Co. (Lucky Strikes) as co-sponsors, will do much to make WOR-TV a favorite with New York area viewers.

Asked about conflicts of the dramatic telecasts and night baseball games, Mr. Streibert said the ball games would be given preference, but he noted there are only 22 night games on the Dodgers' 24-week baseball schedule, or less than one a week.

Warren Wade, head of Warren Wade Productions, which is building the new series and selling it to WOR-TV as a package, said the idea of using Broadway hit plays in uncut form is making possible the use on television of a number of shows whose authors had refused to allow them to go on TV in condensed versions.

He and Mr. Streibert explained that the local production of the series also makes available to them plays which could not be procured for use on the TV networks as the latter have to resort to film to get their productions to non-interconnected affiliates. This rules out the use of plays in which film rights have been sold to motion picture producers.

A veteran actor-producer of the stage who has been in television since its early beginnings, with NBC-TV and WPIX(TV) New York, Mr. Wade said that the concept of using uncut stage shows in *Broadway TV Theatre* will permit him to operate on his favorite theory that the TV camera cannot entertain in itself, but is merely a new means of transmitting entertainment from studio to audience.

"If the story and the actors don't hold the audience, I've got nothing," he declared. But by selecting plays that were hits on Broadway and presenting them on TV as they were done on the stage, he is reasonably sure they'll be hits on TV, too, he said.

Mr. Wade said he plans to use well-known actors in his productions and to build up a TV repertory company, with many of the cast appearing week after week. While one show is being presented in the evening, the next week's play will be in rehearsal daytime, he said.

The opening play, "The Trial of Mary Dugan," will be followed by the comedy hit, "Three Men on a Horse," the second week, Mr. Wade said. He reported that he has enough shows lined up to more than fill the initial 26-week schedule.

See Good Reaction

Both he and Mr. Streibert were optimistic about the audience-building powers of repeated telecasts of the same program. If the show is good to begin with, they said, people will tell their friends about it and, for the first time in broadcasting, on a regular basis, those friends will have the opportunity to see what they missed the night before.

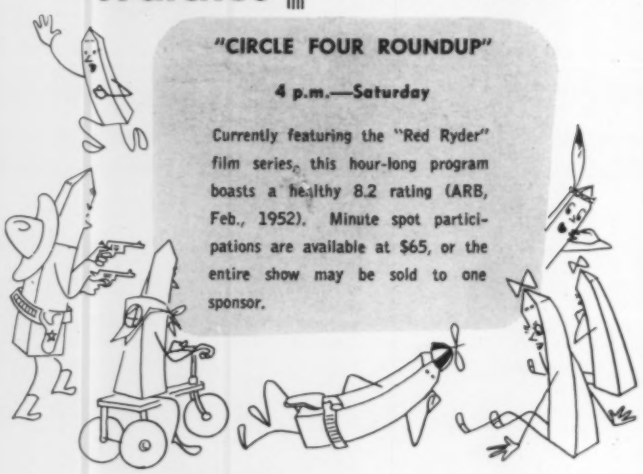
"Wednesday or Thursday or even Friday may well prove to be the top-rating night for the series," Mr. Streibert said. Mr. Wade noted that motion pictures have been repeated often on TV in the same market, apparently with good audiences each time, and that such special event telecasts as the Horse Show, put on for a solid week, built audience rather than lost it as the week progressed.

Mr. Streibert noted that WOR-TV can offer its 9 p.m. news program to sponsors with the promise of a new audience each evening in the week—claiming another TV first. He said the opportunity to reach virtually a new set of viewers each evening would be an advantage for many advertisers. The 10-minute newscast with John Wingate is now a sustainer.

Neither Mr. Streibert nor Mr. Wade would reveal the cost of the *Broadway TV Theatre* package to its sponsor, but Mr. Wade estimated that savings are inherent in the program formula. The original play-scripts eliminate the need for employing writers to adapt the plays for TV and TVA scale is lower for bit players when they are employed for five performances instead of a single show. This would enable him to put on a full week's schedule of five telecasts for no more and possibly less than a network would spend for a single dramatic telecast, it was pointed out.

Mr. Wade will supervise production of all the dramas with Richard Lukin as TV director and Robert Bolger as stage director.

Washington Watches | Kid Shows


"CIRCLE FOUR ROUNDUP"
4 p.m.—Saturday
Currently featuring the "Red Ryder" film series, this hour-long program boasts a healthy 8.2 rating (ARB, Feb., 1952). Minute spot participations are available at $65, or the entire show may be sold to one sponsor.

Watch Washington

Among all cities of over 50,000 population, Washington ranks **seventh** in total retail sales, **sixth** in drug store sales, **eighth** in apparel, **tenth** in food store and **tenth** in eating and drinking place sales . . . and you **know** how much kids can influence these purchases.

wnbw Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

'BIG PICTURE'

Aired by 72 Outlets

ARMY TV documentary film series, *The Big Picture*, is currently being telecast on 72 of the nation's 108 video outlets and has elicited enthusiastic response from station program managers everywhere.

Lt. Bruton

This has been acknowledged by the Public Information Office of the Military District of Washington. Lt. Carl E. Bruton, former producer-director at WTVJ (TV) Miami, Fla., and creator of *Big Picture*, has been engaged by MDW for a similar TV series in Washington, D. C.

The series originally was conceived as a "live" feature on WTOP-TV Washington and its high Pulse and Hooper ratings attracted the attention of the U. S. Army Dept.'s Radio-TV Section under Col. Ed Kirby, MDW said. The Army transferred the entire show—13 weeks of films and guests—to the sound stages of the Signal Corps Photo Center, New York, for distribution as a national film series. More than 60 TV stations initially carried the program [B•T, Feb. 11].

Lt. Bruton, who has remained as technical adviser for the production, is now producing two other TV shows for MDW in Washington—*Meet the Troops*, on WTOP-TV, and *The Blue Badge*, set to premiere over WTTG (TV) Washington. Lt. Bruton has drawn praise for his work from Army Secretary Frank Pace Jr. and Maj. Gen. Floyd L. Parks, chief of information, Dept. of Army.

TOTAL of 504 Screen Writer Guild members were employed by major, independent and television film producers as of Feb. 16, date of latest compilation, according to SWG announcements.

Tested...Proved...

SPECIFIED by the nation's key network studios...

The Eastman 16mm Projector, Model 250

Here is a basic unit of station equipment whose dependability and versatility have been proven by over two years of trouble-free service in key network studios. And, with 16mm film now established as the prime ingredient of program and continuity structure, this fine instrument is being specified by engineering and programming staffs as an essential part of station equipment. Since a limited number are now available, check these five advantages with your staff today. For further information, fill out and mail the coupon, below.

1. ***Amazing film steadiness*** . . . through advanced-type geneva pull-down.
2. ***Unexcelled sound reproduction*** . . . through new optical and electronic engineering.
3. ***Maximum over-all operating efficiency*** . . . through simplified control system which can be connected to a remote control station.
4. ***Unusual mosaic screen image brilliance*** . . . through use of improved illumination (Kodak Television Ektar Lenses).
5. ***"Still frame" operation*** permitting commentary from "frozen" frame . . . through revolutionary new design.

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	Midwest Division	West Coast Division
342 Madison Avenue	137 North Wabash Avenue	6706 Santa Monica Blvd.
New York 17, N. Y.	Chicago 2, Illinois	Hollywood 38, California

Eastman Kodak Company, 343 State Street, Rochester 4, N. Y., Department 8-3-1

Please send me more information about
Eastman 16mm Projector, Model 250, to address shown herewith.

NAME_____

COMPANY (TV STATION)_____

STREET_____

CITY_____ ZONE____ STATE_____

BEVERAGES

Losing Seasonal Status, Advertising Indicates

BEER, pop, colas and similar beverages commonly thought of as hot-weather drinks are losing their seasonal status and becoming items of year-round consumption, to judge by the extent of their use of video advertising.

Comparison of the TV advertising of beer and soft drinks in the third and fourth quarters of 1951—the hot-weather months of July, August and September versus the considerably cooler time of October, November and December—as recorded in the *Rorabaugh Reports on Television Advertising* for those periods, shows:

● A total of 165 beer accounts used TV during the third quarter; a total of 159 during the fourth quarter. Six TV network accounts in the summer months dropped to five in the fall; spot beer campaigns stood at 131 and 125 while local beer advertising increased from 28 summer to 29 fall campaigns.

● Soft drink accounts on TV totaled 166 in the summer quarter, 160 in the fall. There were four network campaigns each quarter; spot stood at 37 campaigns in the summer to 29 in the fall; local soft drink advertising stepped up from 125 accounts the third quarter to 127 in the final quarter of the year.

While the use of TV by brewers and soft drink manufacturers fell off slightly with the end of hot weather, the vintners increased their TV advertising with the advent of cooler days. The fourth quarter records show 39 wine accounts for television against 22 for the third quarter. There was one TV network wine account in each three-month period. Spot TV campaigns for wines rose from 16 during the summer to 26 in the fall. On the local level, wine TV campaigns increased from five to 12.

Total number of TV network, spot and local accounts for beer, wine and soft drinks was 353 during the third quarter, 358 during the final quarter of the year. The increase may be in the reporting rather than the actual volume of beverage advertising, as there were 105 TV stations reporting their advertisers to Rorabaugh the final quarter of 1951, compared with 101 stations reporting their third-quarter business.

Even so, there is no doubt that by and large the beverage industry is a good all-year customer of television.

WOW-TV

leads the way in Midwest Television

★ WOW-TV serves one of the fastest growing TV markets in the United States.

★ Every day an average of 125 families is added to the WOW-TV audience.

★ Present total now well over 123,000 sets!

★ Low-cost, high-rated participations now available.

Wire or telephone your nearest John Blair-TV office or Fred Ebener, Sales Manager.

WEbster 3400

WOW-TV

Channel Six

A MEREDITH STATION

OMAHA

FRANK FOGARTY, General Manager

MENTAL THERAPY

TV Aid Cited in Calif.

TELEVISION as a therapy for the treatment of patients in mental hospitals has been cited in a report prepared by Gov. Earl Warren's Council for the Rehabilitation of the Mentally Handicapped in California.

"The value of television in the mental hospitals seems to be two-fold—first as an entertainment and diversion and second, as a means of bringing the withdrawn patient into contact with reality," the report said. It singled out news programs, sports features and educational and factual telecasts.

The report touches on mental institutions in Patton and Modesto, Calif., pointing out that at present TV sets are donated by civic organizations, former patients or relatives. Adequate medical supervision over TV was recommended, however, "if it is to remain good therapy."

At Patton, patients who formerly were noisy became quiet and television acted "as a universal sedative every evening." Modesto reported similar results in a small boys' ward in which patients were unable to join other activities.

"A further value of television," the report added, "lies in its help in increasing 'socialization'—a valuable process in treatment of mental illness. Ward parties are starting at Patton where one ward invites one or two other wards to come and watch the programs with them."

RCA Victor Record Dept. will provide distributors with 50-second TV film commercials as part of promotion for contest to stimulate interest in children's records scheduled for two months beginning April 1.

SATISFACTION is written on all faces as Richard Crane (r) signs seven-year pact for TV film series, *Rocky Jones, Space Ranger*. Expressing approval are Jack Danov (l), general manager of Space Ranger Enterprises, and Guy V. Thayer Jr., vice president in charge of production for Roland Reed Productions, Culver City, Calif. Mr. Crane plays title role in science-fiction series produced by Roland Reed in collaboration with Space Ranger Enterprises as merchandising representative. Actor is expected to realize about $1 million through *Rocky Jones* tieup.

TV Sets and Watches

REPORTS to the contrary, the fine jeweled watch you're wearing won't become magnetized by close exposure to a TV set. That is, not if it's equipped with anti-magnetic hairspring and mainspring and an escape wheel. That's the word from the Elgin National Watch Co., which made special laboratory tests. George Ensign, Elgin research director, said the magnetic field around a set is so slight it won't affect any modern watch at close range. Even the repairman needn't worry, he adds.

Film Damage Guide

EASTMAN KODAK CO., Rochester, has issued a 55-page booklet on "Common Causes of Damage to 35mm Release Prints." The booklet, a revised version of a 1945 issue, is offered, the company said, "as a means of helping laboratories, exchanges and theatres keep motion picture release prints in better condition and reduce losses. . . ." Booklet may be obtained free of charge upon request to Kodak's Motion Picture Div., Rochester 4, N. Y.

BENEFITS OF FILM

Are Noted in Ross Poll

GROWING importance of film as a video programming mainstay was cited by nearly everyone participating in the third annual subscriber poll of *Ross Reports on Television*, industry newsletter. Respondents, about a third agency executives and also including network and package program firm officials and talent and publicity agents, saw film as a means of getting more polished productions and also as offering residual earnings through second-class sales.

Group picked *Studio One* as the "show I make a point of seeing," "show which stood up best over the years," "most astute showmanship" and for the "most effectively mounted productions" and its producer, Worthington Miner, was first choice among "producers especially deserving a kudo." Maria Riva, a frequent *Studio One* star, was picked as "an outstanding dramatic personality" and as "an outstanding discovery of 1951." The program also ranked high in other categories.

High costs of production and time were listed as the biggest obstacles for TV programmers, with a lifting of the freeze on new stations, which would reduce the cost-per-thousand-viewers, voted the "shot in the arm" most needed.

TV Station experience pays off for advertisers

television film productions

COMMERCIALS AND NEWS COVERAGE

611 S. WHEATLAND AVE. COLUMBUS 4, OHIO

"HEART OF THE TEST MARKET"

RICHARD ROBBINS—PRODUCER-DIR.

Federal

AND

GraybaR

DISPLAYING COMPLETE
STATION EQUIPMENT

AT
BOOTH 10
NARTB

Federal Television

FEDERAL TELECOMMUNICATION LABORATORIES
FTL

Federal Telecommunication Laboratories, Inc.

an associate of the International Telephone and Telegraph Corp
500 Washington Ave. Nutley, N. J.

Domestic Distributors: Graybar Electric Co., Inc. • Offices in 108 cities
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
Canadian Distributors: Federal Electric Manufacturing Co., Ltd., Montreal, P. Q.

COMMUNITY TV SYSTEMS

Hancock, Md., Begins; Palm Springs, Calif., Plans

TELEVISION viewers in Hancock, Md., last week could watch programs from Washington stations—100 miles away—through means of a community antenna and more than four miles of coaxial cable.

The signals are received on three antennas atop a hill near Hancock and piped into subscribers' homes by means of 22,500 ft. of coaxial cable. The system is operated by Community Television Inc.

Local sources said there was "a rush" of orders for television sets after the service was announced.

Another type of community TV operation has been proposed for Palm Springs, Calif. An application filed with the FCC seeks permission to build an experimental television station.

75 Miles From L. A.

The proposed experimental station would be located about 75 miles from Los Angeles, would receive the signals from the seven Los Angeles TV outlets, and would amplify the signals, retransmitting them over the same channels that the stations operate on, but with only a few watts power.

Backers of the experimental project are Jules J. Howard, president and director, Martin Lynn, treasurer and director, and June M. Howard, secretary and director of Howard-Yale Inc. Corporation was formed by Mr. Howard and Jules A. Yale, now deceased. Mr. Howard, principal stockholder of the firm, has been living in Palm Springs about two years. He is a former Los Angeles businessman.

Cost of the experimental station is estimated at $17,600. Operation would cost about $10,000 a year.

According to the application, the purpose of the station would be to develop and demonstrate a means of providing TV service to towns out of range of commercial TV stations and which are too small to support their own station.

Technically, the station would consist of a highly directional receiving antenna located at the top of Howell Peak in the Santa Rosa Mountains, within line-of-sight of Mt. Wilson, "home" of several Los Angeles TV transmitters. A chain of amplifiers would build up the signals to a power level of one watt. A directional antenna would retransmit the signals of all seven outlets on the appropriate frequencies to the shielded valley in which Palm Spring lies. It is proposed to "scramble" or "code" the transmitted signals in such a way that they would be useless to the ordinary set owner. If the experimental program proves successful, and if the FCC grants authority for regular operation, the Palm Springs residents who want to receive the "coded" signals would subscribe to the Howard-Yale Inc. service. A decoding device would be attached to subscribers' sets.

Howard-Yale Plan

With the Howard-Yale system, all TV stations could be received and presumably the fee paid would permit the subscriber to pick up any of the Los Angeles signals.

The method of billing subscribers was not disclosed in the Howard-Yale application, nor was a contemplated fee schedule included.

Palm Springs is in a "white" area—that is, it will not be able to receive satisfactory service from any television station, even though stations may operate with maximum power and full antenna height, according to the application. This is due to the location of the town in a deep valley. The Howard-Yale company analyzed the possibility of coaxial cable installations, but concluded that the program would be far too costly. They discussed the feasability of a commercial UHF station for Palm Springs but decided the town could not support such a station.

The public would be told not to buy television sets during the experimental program the application said, and alluded to the likelihood of coding the signals for the experimental period to discourage anyone from buying sets.

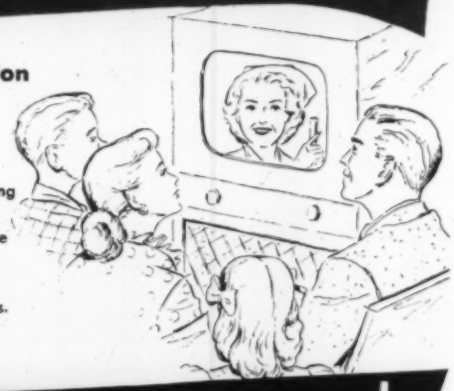
Rebroadcast Channels

Specifically, the station would receive and rebroadcast signals from channels 2, 4, 5, 7, 9, 11 and 13. The antenna height would be only 60 feet above ground, but several thousand feet above sea level. The ground would prevent feedback, according to the engineering statement filed with the application. The applicants said they had tried various experiments leading to the application, but had not integrated them. With FCC authority, the Howard-Yale firm can complete its program and determine the feasability of expanding it to other towns in areas such as that in which Palm Springs is located.

TV Entertainment that SELLS!

Flexible TV programs with unlimited merchandising and sales promotion possibilities

Vogue Wright has already accumulated valuable and important experience in the rapidly changing TV entertainment field. Complete TV shows on film, built with specific emphasis on merchandising angles, are already demonstrating their "cash register effectiveness". For the advertiser with an experimental or low cost TV budget, Vogue Wright is the logical source for TV entertainment geared to selling goods. And Vogue Wright facilities are capable of turning out any TV assignment, including spots, shorts, and complete package shows.



2 Vogue Wright shows proving their SALES-ability!

"Your Visiting Nurse"
with Blanche Lynn
REGISTERED NURSE

Everyone gets sick at some time or other. Everyone is health-conscious. That's the idea behind this show: Having a registered nurse visit a TV audience and discuss their everyday family health problems. Many unique merchandising opportunities: Health charts, weight charts, etc. Available as a 5, 10 or 15 minute package.

"Dr. Fixum"
Household Hospital Show

Here's the nationally famous "coat hanger man", televised over WENR-TV for over 2½ years. Easy-to-follow hints that the handy-man-around-the-house can quickly adopt. Audience is 60% women, 40% men. Has an *amazing* sales record. Available as a 15 minute show, for national or local sponsorship.

TV Programs Shows
TV Spots — Motion Pictures
TV Shorts — Slide Films

Vogue Wright Studios

237 E. ONTARIO ST. CHICAGO 11, ILLINOIS • PHONE WHITEHALL 4-0244

TERRIFIC!

NEW TV CRANE by *Houston-Fearless*

Extreme versatility, maneuverability and ease of operation are combined in the new Houston-Fearless TV Crane, model TC-1. It provides new convenience and comfort for the cameraman. It allows continuous shooting while raising or lowering camera boom from 9′-6″ (lens height) high to 3′-6″ low, two types of smooth panning, steady rolling-dolly shots or any combination of these actions. High Houston-Fearless quality for complete dependability. This is the perfect answer for top-flight television showmanship.

Write for complete information on the new Houston-Fearless TV Crane, model TC-1 and other television studio equipment.

The **HOUSTON FEARLESS** *Corporation*

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

Service of UHF

(Continued from page 146)

to 4,000 times the power of a VHF station, with an average probably around 1,500 times.

This estimate compares the frequencies of 63 mc representing VHF and 630 mc representing UHF. The difference would be smaller if 200 mc of VHF had been compared with 500 mc of UHF, and greater if 50 mc had been compared with 900 mc.

Interpretation of Field Experience

In addition to those engineering estimates, there is the actual field experience of the present set owners, but if this experience is to be used, the differences between the conditions today and those to be expected should be well understood. The principal difference at VHF is the interference between stations. Today there is very little such interference. That interference will increase greatly as the number of stations increases. The only practical experiences in the UHF centers on the experiments at Bridgeport. There the conditions were in many respects different from those that will exist in commercial operation. The receivers were serviced and installed by picked personnel, undoubtedly far superior technically to the average serviceman likely to carry out this work in practice. The antennas were carefully located to provide the best picture. Well designed and tested antennas were used. The sets were properly aligned and tuned, and not left to drift for months or years as is common practice. The area was normally very poorly served from the New York City stations, so that viewers were indoctrinated with the need for elaborate antennas and careful installation. The average viewer considered a picture acceptable which might not be considered satisfactory in a more favored city. In other words conditions were favorable for the acceptance of relatively poor service and to produce the best service that the stations could provide.

More Power for UHF

To cover the competitive gap between the service at VHF and UHF the FCC is likely to permit 10 db more power for UHF than for low band VHF. Since UHF antennas seem likely to end up having some 7 db more gain than VHF, the UHF transmitter may require 3 db more power than the VHF to obtain the full competitive benefit that the FCC may allow. That is, it may require twice the power. In addition if the advantage of 3 db given to UHF in the first item of the above table (for the transmitting antenna) is to be used, that will require doubling the power again. Part of the power increase over VHF may be achieved with more elaborate transmitting antennas but in any case if the UHF installations are to make full use of these advantages, their cost will be considerably increased.

After full advantage is taken of the possibility of radiating more power on UHF than on VHF, there will still be a difference of from 17 db to 26 db unfavorable to UHF, that is from 50 to 400 times in terms of power.

Comparison with Regular Broadcast Band

A comparison can be made as far as power is concerned, between the relation of UHF to VHF and the relation between the frequency extremes of the regular broadcast band. There are factors which prevent making the analogy between the two broadcast services as close as one might wish, yet it may provide a helpful picture. Most of us have a pretty good idea of the competitive situation between a station operating at 550 kc and one operating at 1600 kc. To produce the same signal at 30 miles at 1600 kc over fair terrain (Conductivity 6x10—14e.m.u) requires about 100 times the power needed at 550 kc. That is about the same order as the ratio between UHF and VHF given above, (that is after the UHF station has made full use of the expected permission to radiate more power than the VHF station). The UHF station, however, will be considerably more expensive than the VHF, while the 1600 kc station will generally be cheaper than the 550 kc station because its antenna is smaller.

Can the UHF competitive picture be improved?

The question as to the possibility of improving the relative competitive picture between UHF and VHF is one that rouses a dormant instinct in me. My answer is yes!

I shall describe very briefly a scheme because I feel very certain that it is sound, but I will approach it from a somewhat different angle than it has been approached previously.

At UHF, a location which receives a poor signal at one frequency will generally receive a good signal at another frequency even if the two frequencies are transmitted from the same location. It was a very satisfying confirmation of theory to hear that this had been found in the Bridgeport experiments. If each viewer has a choice of two frequencies for the same program, he will tune to the frequency which provides the best picture. His chances of finding the signals from both frequencies to be weak is very much reduced than if he has only one frequency to which to tune. The effective gain that results from the use of two frequencies can be estimated with a fair degree of accuracy. When the two frequencies are transmitted from the same location, the gain will be between 8 db and 11 db for a service based on 90% of the locations. That means that if a total of 100 kw were radiated, 50 kw on each of the two frequencies, the service rendered to 90% of the locations would be equivalent to the service rendered with radiated power on a single frequency between 600 kw and 1,200 kw. And that is obtained without causing more interference on each frequency than would be caused by 50 kw radiated. From a cost angle that is a remarkably cheap way of obtaining effective radiated power.

If the two frequencies, instead of being radiated from the same locations are separated several miles apart, the effective gain obtained without increase of actual transmitted power will be very much greater.

If the system is well engineered the service could approach that provided by a VHF station of 100 kw. On flat terrain the gain will be considerable and will be even greater on hilly terrain. The system should also prove very helpful in serving large rural areas.

This seems an economical way of operating and of competing with VHF. If good engineering is the achievement of as much as possible for as little as possible, as I was taught at school, then this scheme which has been given the name of Polycasting seems to me good engineering.

The objection raised that to give two frequencies to an operator is wasteful of channels can be shown not to be generally valid, certainly not everywhere, because the decrease in interference due to the low radiated power will generally offset the loss due to the doubling up of the frequencies.

At this writing it is understood that the FCC will consider experimental operation of this system. There may be a great many places where it can be tried and applied to give needed service to the public and overcome the seemingly overwhelming competitive advantage of VHF.

Wilmotte's Technical Support

1. The Transmitting Antenna.

The transmitting antenna involves a number of complex technical and FCC problems. . . . Basically the FCC permits a certain amount of power to be radiated in the maximum direction. Today the maximum radiation is generally planned to be horizontal, but at UHF (because the beam can be made very narrow) it might with advantage be tilted slightly downwards. By that means at UHF the radiation horizontally might be less than the radiation in the direction of the maximum. If the FCC should be willing to recognize and approve such operation, careful engineering design may permit the signal in the maximum to be a few decibels greater than the maximum permitted by the FCC in the horizontal direction. This operation might give UHF an advantage over VHF. Although it will not affect the service beyond the horizon, an estimate of 3 db in favor of UHF is given here for the effect of this factor at the limit of the service area. This gain of 3 db is a generous estimate and will generally be available only by providing the necessary dollar investment in the antenna and transmitter to double the power radiated in the direction of maximum signal.

2. Shadows.

There is no great difference in the extent by which the signal intensity falls off with distance at different frequencies in these bands when the terrain is very smooth, but when there are hills the shadows they create are much deeper at UHF than at VHF. Unfortunately people tend to live in the valleys rather than on the hills, so that UHF suffers doubly. In a great many parts of the country UHF will suffer a loss varying from 5 db to 15 db relative to VHF from this cause. That figure does not take the distribution of population into account. A figure of 8 db will be assigned against UHF for the effect of this factor.

3. Ghosts.

Buildings and hills reflect UHF waves much better than VHF, so that the signal will reach a receiving antenna more easily along an indirect path at UHF than it will at VHF. Ghosts will therefore be more prominent at VHF. A charge of 4 db seems reasonable against UHF for this effect.

4. The Seasons.

As stated previously, when a receiving antenna is installed in the best location on a house, that location is likely to deteriorate with time. The deterioration will be ten times as rapid at UHF than VHF (ten is the ratio of the wavelengths for the frequencies selected). A figure of 4 db is charged against UHF for this factor.

5. The Receiving Antenna.

A simple half-wave dipole antenna will pick up 20 db less signal at 630 mc than it will at 63 mc simply because it is one tenth the size. However, because it is small, it can be more readily multiplied to became more directional and incorporate considerable gain. As that is done, however, the effectiveness of the antenna becomes more and more limited to one station, unless several stations lie in the same direction.

At the boundary of the service area,

(Continued on page 168)

RANGERTONE
BEST FOR TV FILMS
USED BY
UNIVERSAL RECORDERS, INC.
6757 Hollywood Blvd.
Hollywood 28, California
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J

"THEY REALLY WATCH SARRA COMMERCIALS"

SARRA INC.

New York: 200 East 56 Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

TV SET SERVICE CLUB FORMED

Seeks to Do Away With 'Sins of Servicing'

TV SET-OWNERS who want reliable repair jobs at minimum prices can take out what amounts to club membership in Televideo Affiliates of America, according to working plans for the organization, described by president Earl L. Bunting. The plan is being installed currently in the metropolitan New York area.

Designed on a group basis similar to that of commercial monthly book clubs, Televideo Affiliates of America is keyed to erasing "sins of service" within the TV industry, Mr. Bunting said, and contains benefits for both the independent serviceman and the consumer. The idea has been tested during the past year with some 200 set-owners in New York and should be "fantastically successful" on a full basis, he reports.

Mr. Bunting, who also is chief engineer for Bell Television, installer of master antenna systems, describes the plan as follows:

The customer pays an annual membership fee of $15 and receives a service contract which, varying with the make and model of his TV set, will be priced within the range of service contracts offered by set manufacturers. The consumer is assured, however, that his service charges for the year will not exceed the contracted amount.

The consumer's set is immediately inspected by a TAA technician and the set-owner is given a $4 kit, giving schematic and pictorial information for his particular set. The brochure also contains serviceman's information which lists the costs of parts for the particular set, gives hourly labor charges and sufficient information about the serviceman's job to allow the customer—after his set has been repaired—to make out his own bill. The consumer is further supplied with billing forms bearing his membership number, which, if he chooses, he may forward to TAA after each repair, receiving a 10% return on his succeeding year's membership cost in payment for doing his own billing.

If, after his set has been repaired, the consumer believes himself wronged, he may call TAA to have the service job checked by a TAA inspector. If he believes parts have been replaced needlessly, he may return the old parts to TAA for laboratory testing.

For each repair job, the customer pays time charges and material costs listed for his set.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Technical Support

(Continued from page 166)

and it is the boundary which must be considered when the size of the area is being discussed, viewers are usually willing to go to considerable expense in their antenna installation to improve their reception. Even at VHF it is common to see today antennas of considerable complexity. A good UHF antenna may have a gain over a dipole of 14 db and a good VHF antenna a gain of 8 db. Combining this advantage of UHF with the 20 db disadvantage due to size, there is left a loss of about 14 db for UHF compared with VHF.

6. The Transmission line in the home.

The loss in the line from the receiving antenna to the video set is greater for UHF than for VHF by an amount varying with the type of line and its length. In good installations it may vary from about 1.5 db to 4 db, or say about 2 db. This figure may improve with engineering development but may be worsened by poor installation work.

7. Set noise and interference.

The inherent noise in a set is at present 8 db to 20 db worse for UHF than for VHF. These figures will probably improve with improved set design. It is felt that a figure of 6 db against UHF is a conservative evaluation for this factor.

The limit of service, however, may not be caused by the set noise, it may be caused by interference from a nearby station on the same or an adjacent frequency. The strength of the interfering signal at UHF will be about 6 db greater than at VHF for similar interference conditions.

Whether the limitation is set noise or interference, UHF suffers relatively to VHF by about 6 db.

8. Man-made noise.

Man-made noise is appreciably less at UHF than at VHF. In cities it may be as much as 16 db lower, but at the boundaries of the service area, the advantage will be slight because in rural areas that source of interference is usually less than the internal noise of the set. To give UHF all reasonable consideration a figure of 8 db in favor of UHF is provided for this factor, although it may generally be expected to be zero. This figure can not properly be combined with the figure for set noise and interference at any one location unless it happens that the interference from these sources are of the same order of magnitude, but it can be combined to represent the statistical condition in which some of the sets are limited by set noise or interference, and others by man-made noise. As the number of stations increases and their power increases, as is likely to happen if the pattern of the regular broadcast band is repeated, the limitation of service will more and more be due to interference of stations with each other rather than to noise. The combination of factors 7 and 8 will therefore tend to approach more and more the figure of 6 db against UHF.

9. Drift and Tuning.

The stability of the tuning is worse at UHF than at VHF. The drift will probably be improved with time, but it is nevertheless likely that there will be a certain amount of decrease in signal due to drift, alignment, etc. A figure of 3 db is charged against UHF for this factor.

98% for Coverage

TELECASTING of congressional committee hearings was strongly advocated by the audience of DuMont's *Keep Posted* show. Following a recent discussion of the question, moderator Martha Rountree asked viewers to voice their opinions by writing WTTG (TV) Washington, DuMont outlet there. More than 1,300 letters resulted, network spokesmen reported, saying 98% favored TV coverage of hearings.

READING OF BOOKS

TV Hasn't Hurt—Bennett Cerf

BOOK SALES haven't been affected by television in spite of the grim views of some publishers. That is the opinion of Bennett Cerf, publisher of Modern Library and Random House, director of Bantam Books, critic and humorist.

"The only thing that TV has hit are the mystery and western fiction which you can get now by turning on your set."

Mr. Cerf, combining a West Coast vacation with a few lecture appearances, said at a press conference he feels there is no real conflict. "Readers of good books will read good books, television or no television," he declared.

"There are only about a million people in the United States who read books regularly anyway. There is a fringe of about 15 million who read one or two books a year. The television viewers seem to be made up mostly of the rest of the population," he concluded.

FIGHTS WIN VOTE

In WICU (TV) Balloting

FIGHTS have scored a knock-out over drama as television fare in Erie, Pa.

Edward Lamb, owner of WICU (TV) there and publisher of the *Erie Dispatch*, carried the controversy between TV Columnist Dick Haratine and Sports Editor Wes Driscoll to the town's 135,000 residents. They were asked which they preferred—boxing or theatrics—on Wednesday nights.

After ballots were printed in the paper three days, an outside party tabulated the results and radied them for release at exactly 10 p.m. Wednesday—sign-on time for the Pabst Blue Ribbon fight series (CBS-TV) or for *Celanese Theatre*, which runs alternate weeks with *Pulitzer Prize Playhouse* (ABC-TV).

Engineers at the last minute switched in the fights, which outdrew the plays 11,000 to about 7,200 with more than 10% of the population voting. Pabst Safes Co., Chicago, says in similar contests its fights defeated drama in Dayton and Toledo.

NBC HANDBOOK

Staging Guide Revised

NEW EDITION of *Operation Backstage*, staging services handbook first put out in 1948, is being circulated by NBC television network to department personnel, affiliated stations, advertising agency producers and to universities, libraries and foreign broadcasters who have requested copies.

The 80-page booklet has articles and extensive illustrations on production services, studio staging equipment, staging facilities, live commercial production and production notes, plus bibliography.

Prepared under the direction of Robert J. Wade, executive coordinator of production development, the text follows progressive staging operations through a seven-day week, from initial planning to on-the-air telecasts, indicating how personnel is assigned and why different studios require specific equipment.

Economies Outlined

Major portion of the handbook concentrates on production planning of immediate interest to station management, with suggestions for short-cuts, staff consolidations and various economies.

Operation Backstage has been translated into French, Spanish and Portuguese and is currently listed as required reading for graduate students in television courses at Columbia, Boston and Syracuse universities, NBC reported.

Peerless List Grows

NUMBER of stations now carrying Peerless Television Productions' package of 26 films has been increased to 13 with addition of KPRC-TV Houston, WJBK-TV Detroit and WNBW (TV) Washington, Vice President George T. Shupert has announced. Other stations receiving such Peerless films as *Count of Monte Cristo*, *T-Men* and *Last of the Mohicans* include KTTV (TV) Los Angeles, KRON-TV San Francisco, KSL-TV Salt Lake City, WHIO-TV Dayton, WNBQ (TV) Chicago, WSB-TV Atlanta, WXEL (TV) Cleveland, WFIL-TV Philadelphia, WTMJ-TV Milwaukee and WCBS-TV New York.

Advisory Group

FORMATION of an Educational Television Advisory Committee to consult with educational institutions has been announced by WJAR-TV Providence, R. I. Committee will be headed by Dr. Michael C. Walsh, education director for the state of Rhode Island, and recommend an overall continuity for the series. Group also will suggest which schools might best handle various phases of the project. The 13-man committee also will aid the station in educational programming.

The tube that "Stands on its head"

Stands on its head, electrically speaking, because its grid-flange construction permits grounded-grid operation with effective isolation of input and output circuits. Benefits: simplified circuitry, lower lead inductance, and more stable operation.

Grid-flange construction—an RCA development—opened a new era in vhf operation. The 5762 is one example of this design. The tube features a very efficient plate radiator that requires less than half the air flow previously needed for a tube with the same power rating. It runs cooler—offers substantial operating economy.*

There's an RCA Tube Distributor just around the corner from your station. For fast, friendly service—call him!

*RCA-5762 can be used, with FCC approval, as a direct replacement for the 7C24 in FM transmitters BTF-1C, BTF-3B, and BTF-10B. See details in Tube Tips, June 1951.

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WAJL (FM) IS GIFT
To U. of Michigan Div.

WAJL (FM) Flint, Mich., Transit Radio outlet, has been presented as a gift to the Broadcasting Service of the U. of Michigan, it has been announced from Ann Arbor. WAJL has been licensed to Advertisers Press Inc. of Flint since 1948, operating on 107.1 mc with 400 w effective radiated power.

In addition to the facility, the entire physical plant was turned over in the gift. Waldo Abbot, director of broadcasting at the university and an exponent of FM programming, plans to operate WAJL by remote control from the campus, which is some 60 miles distant. Michigan U's current station is WUOM (FM) with 44 kw just reaching the fringes of the Flint district, according to the university.

The university plan, that was laid before FCC, envisions a remote operation involving a receiver at Flint constantly tuned to WUOM's signal. A detector unit, incorporated in the receiver, responds to a supersonic signal briefly placed on the WUOM carrier wave, which in turn kicks in two one-minute relays and puts the station on the air.

At present, the university expects to use WAJL as its relay point for all U. of Michigan programs, with operations scheduled to start as soon as the transfer of license is FCC-approved.

MONSANTO CHEMICAL Co., Boston, compiled 48 of New England's best known college songs for publication under title "Selected Songs from New England Colleges." Songs were selected by Leonard J. Patricelli, program director of WTIC Hartford, Conn., from those sung by college glee clubs on company's weekly radio program.

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All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Salesman. Excellent opportunity for good salesman around 30 for 5 kw independent midwest station. Guarantee during initial period. Good potential. Box 333M, BROADCASTING • TELECASTING.

If you think sales, breathe sales, sell sales, you're the man for us. Salary plus commission. Texas ABC station. Box 563M, BROADCASTING • TELECASTING.

Remarkable opportunity for advancement if you can sell, write copy and do some announcing. Virginia station wants experienced man immediately. Seventy-five dollars weekly to start. Box 576M, BROADCASTING • TELECASTING.

Can you pitch sports? Progressive station in midwest market, 250,000 population, four stations, needs salesman who is now selling sports, likes sports, lives sports and knows how to sell sports. No restricted accounts. Volume such that $8,000 to $12,000 per year could be earned. Salary and commission. Year around sports schedule, afternoon and night. If at convention, leave name at Superior 7-8177, or write Box 652M, BROADCASTING • TELECASTING.

Salesman with first class license. Good voice. Experience necessary. Salary, expense, commission. Excellent possibilities. Mail complete details. KCOG, Centerville, Iowa.

250 watt AM, needs topflight salesman working protected accounts, in a friendly and easy to live in south Texas market. Write K-SOX, Harlingen, Texas.

Albuquerque is wide open for a good salesman. Unlimited opportunity. Delightful climate. Gracious living. Experienced salesmen send complete details including background and references to Keith Tye, KVER, Albuquerque, New Mexico.

Salesman—One who is capable of selling new accounts and keeping old ones. Must be able to sell ideas and time. Straight salary, pension plan, paid life and hospitalization insurance, paid vacation. Give qualifications and references first letter. Write Sales Manager, WJEF, Pantlind Hotel, Grand Rapids, Michigan.

Announcers

Newsman, college graduate, must know how to gather, write and read local news. Work in two-man news operation of indie in two station market New England coast. Send tape and salary requirements. Box 631M, BROADCASTING • TELECASTING.

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Wanted—Combination announcer-engineers, salary $100.00 per week—North Central major network station. Box 271M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING • TELECASTING.

Experienced announcer by Rocky Mountain area network station. Send full particulars, audition record and salary requirement first letter. Box 296M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Combination announcer-engineer, 1st phone, needed for opening at northeastern station. This will be a permanent position for the right man, who can handle all kinds of programs capably. Starting salary $300 per month. Regular pay increases. Rush full details. Box 504M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket, $65.00 to start. Southern network station. Opening immediate. Box 571M, BROADCASTING • TELECASTING.

Fulltime kilowatt independent in northeastern market of 300,000 wants a morning man who can air and sell top morning show. Full details and disc. Box 628M, BROADCASTING • TELECASTING.

Experienced news writer-announcer, midwest NBC affiliate. Must be able to gather, edit and present news. Send tape, photo, experience, references. Box 619M, BROADCASTING • TELECASTING.

Announcer with ticket, good voice, production knowledge, good pitch with friendly, distinctive selling power. Position is permanent and in Pacific northwest. Beginning pay is $105.00 per week with increases in proportion to cooperation. No ceiling with this organization. Personal interview preferred. Box 620M, BROADCASTING • TELECASTING.

Need good all-round staff announcer capable of doing authoritative play-by-play basketball plus two saleable evening sports commentaries. Salary $70 plus talent on sports. Fine independent New England coast. Send disc or tape. Box 630M, BROADCASTING • TELECASTING.

Hillbilly and commercial man. Southwest NBC regional wants early morning hillbilly jockey and MC who can also do acceptable straight commercial. 40 hours. TV minded. Send detailed letter, photo and versatile tape or disc. Box 639M, BROADCASTING • TELECASTING.

Wanted: Announcer-salesman for ABC affiliate situated in the Rockies, serving an expanding oil city. Good opportunity for right man. Send tape or disc, photo, references all in first letter. Box 647M, BROADCASTING • TELECASTING.

If you have had six months announcing experience, we can use you. Western New York station in need of announcer who wants permanent job with chance for advancement. Complete details first letter. Box 662M, BROADCASTING • TELECASTING.

Experienced announcer with all-round ability for western Pennsylvania daytimer to do some copy and other work in small town station. Sixty dollars to start. Box 668M, BROADCASTING • TELECASTING.

Experienced announcer for KCFH, Cuero, Texas. Network station. Forty hours at $65.00. Please send references and audition disc.

Local news editor must have college and journalism background. Gather, write and broadcast local news. Up to $275.00 monthly to start. Contact Radio Station KCOW, Alliance, Nebraska.

KGBC, Galveston, Texas needs combination announcer-engineer. Position permanent. Independent station, number one in market and prosperous. Working conditions excellent. Salary open. If interested call collect, Jim Bradner, KGBC, Galveston.

Wanted: Combination announcer-engineer by fulltime Mutual affiliate. 40 hour week, $65.00 to start. 75 miles from Glacier Park, good hunting and fishing. Forward audition tape. KIYI, Box 185, Shelby, Montana.

Help Wanted (Cont'd)

Immediate opening for good, experienced commercial announcer. Send audition and references to Chief Announcer, KMBC, Kansas City, Missouri.

Two announcers. Only those sending audition, photo, will be considered. KSCB, Liberal, Kansas.

Wanted: Four hours daily, combination first class operator. Emphasis on announcing. WBNL, Boonville, Indiana.

Opening soon for staff announcer. Send tape, photo. WFIN, Findlay, Ohio.

WGCM, Gulfport, Mississippi, has opening for experienced announcer.

Announcer, $65 to start, advancement, congenial small staff, owner-manager, good living conditions, profitable network station, send tape, picture, background, WKUL, Cullman, Alabama.

Combo, announcer - engineer, first phone. Announcing ability, permanency most important. Start $70.00 with advancement for energetic, cooperative man. Air mail disc or tape and complete information Manager, WLEX, Lexington, Kentucky.

Staff announcer wanted. Good place for family man. Must have car, operate turntables. Prefer someone with independent station experience. Send audition, details, to WPIC, Sharon, Pa.

Announcer-engineer wanted by independent daytimer. Seventy-five dollars to start for experienced man. Wire or phone, collect, Manager, WVSC, Somerset, Penna.

GBC opening its fourth station soon. Need 3 combo men., 1st phone. Emphasis on announcing. Above average pay. Send audition disc and application to Gila Broadcasting Company, Box 669, Safford, Arizona.

Technical

Immediate opportunity for first phone engineer. An NBC-ABC affiliate in Michigan, 40-hour, 5-day week, with salary advances every six months, by contract. Send background and reference information first letter. Box 317M BROADCASTING • TELECASTING.

First class engineer wanted by 1000 watt AM independent near Chicago where you will enjoy living and working. Personal interview necessary. Box 577M, BROADCASTING • TELECASTING.

Engineer for 5 kw network in south. Must be experienced control operation and maintenance. $80 for 5-day forty hour week. Send full information first letter with photograph and sample of handwriting. Box 587M, BROADCASTING • TELECASTING.

Pittsburgh area: Immediate opening. Permanent. First class engineer. Must have car. Transmitter work only. 250 watt non-directional daytime AM (RCA) and 1 kw FM (Westinghouse). 30 miles from Pgh. Transmitter one mile from downtown. Good living conditions. Friendly staff of 12. $55 for a five day, forty hour week. Paid vacation. One week this year. Two weeks next year. Considering small local TV but can't promise. Box 636M, BROADCASTING • TELECASTING.

Chief engineer. Take complete charge 1 kw directional. Ability governs advancement. Combo experience with good voice desirable but not absolutely necessary. Rush all information. Box 663M, BROADCASTING • TELECASTING.

Opening for 1st ticket engineer; experience not necessary; start $1.00 an hour. 8 hours overtime at time and half guaranteed. Regular increases commensurate with ability and willingness to work. Well equipped plant in Ohio, good working conditions, paid vacations, car necessary. Box 672M, BROADCASTING • TELECASTING.

First class license holder. Transmitter only. $46.00 for 44 hours. Box 677M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Control operator, first class license. $55 a week to start. Send photo, references to KBIX, Muskogee, Oklahoma.

First class engineer-announcer. Progressive small city, good schools. College, permanent. KIRX, Kirksville, Missouri.

Chief engineer: Attractive proposition in Hawaii for experienced small station chief engineer capable of doing limited shift as combination man. Send full details, references and audition tape by air mail. KMVI, Wailuku, Maui, T. H.

Arizona NBC affiliate needs chief engineer. Maintenance ability essential, some writing and announcing preferred. No floaters. Want young, dependable man to join four station company with good future. Telephone KWJB Globe, Arizona, or mail tape and full qualifications.

Wanted, engineer first phone, experience unnecessary. WATG FM-AM, Ashland, Ohio.

First class engineer or announcer-engineer, immediate opening. WBHP, Huntsville, Alabama.

First class operator. $50 for 40 hours—$55 after 4 months. One week paid vacation. Guaranteed overtime will earn you $60-$70 per week. Car essential. Contact Chief Engineer, WCOJ, Coatesville, Penna.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

Progressive station in friendly community has openings in engineering, announcing, and copy departments. Send full information first letter WDEC, Americus, Georgia.

Wanted—Engineer, first phone, experience unnecessary, WLOK, Lima, Ohio.

Illinois kilowatt wants first class engineer with announcing ability. Require personal interview. WKAN, Kankakee, Ill.

Engineer, 1st phone, experience unnecessary, permanent, $50.00 forty hours, overtime, car required. WPAG, Ann Arbor, Michigan.

Engineer needed, no experience necessary, immediate opening, WREL, Lexington, Virginia.

Chief engineer. We want a practical man, to direct others, take a trick himself. Good salary to start, immediate recognition for ability to deliver. Also need transmitter engineer. Apply WXGI, Richmond, Virginia.

Wanted immediately, licensed engineer-announcer. WWNS, Statesboro, Georgia.

Television

Salesmen

Time salesman for television station in southeast. Old established outfit. TV experience desirable but not necessary. If you're a radio or newspaper salesman who thinks and will work diligently you can sell TV. Character and references must be tops to be member of our staff. If interested please give complete history of yourself and your sales experience. Every detail is important to us. We want the man who wants to work with us and become a citizen of our fine and growing city. Excellent climate, schools, churches, cultural atmosphere, college. $100 weekly and commission. We want our account executives to make $6500 and up. Send small photo. Box 528M, BROADCASTING • TELECASTING.

Production-Programming, Others

TV traffic and countinuity directors needed. One person departments. Radio station experience required. Progressive midwest TV station. Box 629M, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General-commercial manager. Over 20 years experience, 2 years of television. Capable of handling management, sales and programming. Best of reference. Box 544M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Attention southern station owners. Two young men, general manager and chief engineer want to operate southern station, hard workers. Can take complete charge. Need only working interest, or chance to buy in. Box 625M, BROADCASTING • TELECASTING.

General-Commercial manager, successful trainer of sales personnel; independent experience, young, aggressive. $10,800 start. Box 626M, BROADCASTING • TELECASTING.

Manager, 16 years experience all phases broadcasting, with present employer 5 years, family man in thirties, desires western location. Box 632M, BROADCASTING • TELECASTING.

Manager, available soon. Know all angles. Like to work. Prefer southwest or west. Dependable, guarantee results. Box 640M, BROADCASTING • TELECASTING.

Station manager: Experienced in all phases. Believe in high standards, sensible budgets and sales push. Have succeeded where others failed. Sober family man willing to locate anywhere. Box 682M, BROADCASTING • TELECASTING.

Manager-salesman. 14 years experience, all phases broadcasting, 1 year television. Top references, proven record. Prefer midwest or southwest. 39, married. Contact Marvin Hull, KWFC, Hot Springs, Arkansas.

Announcers

Sportscaster, baseball, football. Boxing a speciality. 2 years experience. Single. Box 478M, BROADCASTING • TELECASTING.

Girl, versatile, experienced DJ, women's and kiddies shows and on-camera TV commercials, seeks announcing position with progressive station. Box 554M, BROADCASTING • TELECASTING.

Genuine newsman—background, experience and demonstrably saleable delivery, now doing news—and wants strictly news job. Details and disc on request to Box 568M, BROADCASTING • TELECASTING.

Saturated sportscaster. 3 years experience play-by-play all sports. 27, married, currently employed in midwest kilowatt which has dropped baseball. College grad, vet. Will travel for right deal. Box 616M, BROADCASTING • TELECASTING.

Announcer, experienced, reliable, Navy vet, single, 24. DJ, news. Prefer 100 mile radius N.Y.C. Disc upon request. Salary no obstacle. Box 617M, BROADCASTING • TELECASTING.

Announcer, married, draft exempt. Presently employed. Northeast preferred. Audition on request. Box 618M, BROADCASTING • TELECASTING.

Sportscaster, limited experience, all play-by-play, single, veteran, travel anywhere, two years college, prefer mid or southwest. Box 621M, BROADCASTING • TELECASTING.

Announcer-engineer, good announcing, vet. 18 months experience, all phases. Will go anywhere, have car. Disc on request. Box 623M, BROADCASTING • TELECASTING.

Experienced announcer, disc jockey, news, play-by-play sportscaster. Control board operator. Can also sell. Draft exempt. Disc, data, photo. Box 624M, BROADCASTING • TELECASTING.

Announcer, 2 years college speech major and SRT grad. Would like position in Michigan. Box 645M, BROADCASTING • TELECASTING.

Announcer - sportscaster, experienced baseball, basketball, football, MC, DJ, news and staff net and independent. Family man, 30, with 1st phone. Friendly style, ambitious, draft exempt. Box 649M, BROADCASTING • TELECASTING.

Hillbilly, radio school grad. 26, employed staff announcer wants change to hillbilly disc jockey, prefer south. 15 months experience as staff. Play fiddle, guitar, can MC hillbilly unit. Box 650M, BROADCASTING • TELECASTING.

Experienced announcer. Top emcee and sports. Wish to locate west or southwest. Tape available immediately. Box 651M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced announcer, 3 years, newscasting, deejay, narration. Prefer northeast, consider midwest. College graduate, single, 26. Available immediately. Tape, photo on request. Box 655M, BROADCASTING • TELECASTING.

Versatile! Announcing, control board operation, news, disc jockey, anything you need! Graduate radio TV school. Will travel. Box 656M, BROADCASTING • TELECASTING.

Announcer: News, DJ, console, also good on copy. Disc speaks for me. Box 657M, BROADCASTING • TELECASTING.

Graduate broadcasting school. Good knowledge DJ, newscasting, CBO, announcing work. Will travel. Eastern states preferred. Box 658M, BROADCASTING • TELECASTING.

Announcer: News-DJ, sports, CBO. Draft exempt. Will travel anywhere, graduate radio & TV school. Box 659M, BROADCASTING • TELECASTING.

Versatile: Knowledge announcing, CBO, news, DJ and commercials, graduate radio and TV school. Will travel anywhere in U. S. Write. Box 660M, BROADCASTING • TELECASTING.

2 jobs for the price of one! Radio-TV announcer and program man will set up your TV while on radio payroll. Write: Box 661M, BROADCASTING • TELECASTING.

Announcer-engineer, 3 years. Sports, disc, news, talent shows. Prefer northeast. Box 667M, BROADCASTING • TELECASTING.

News, thoroughly qualified newscaster, over ten years experience rewriting, broadcasting wire news, gathering local news. Clear, distinctive voice. College grad, veteran. 5000 watt or larger. Starting base salary $100 week. Can supervise news department. Tape and full details available. Box 674M, BROADCASTING • TELECASTING.

Announcer, newscaster. Excellent news, selling experience with good selling voice. Pleasing personality. Strong ad lib, innovation in DJ, creative ability. MC work, acting and singing, copy. Worked board. Fine references. Will relocate. Box 675M, BROADCASTING • TELECASTING.

Announcer, DJ, thorough knowledge of music. Interested in news coverage. Like leg work. Program ideas. Veteran. Single. Tape. Box 678M, BROADCASTING • TELECASTING.

One year experience upper midwest. Presently employed. Graduate of radio school. Two years college. Married, draft exempt. Box 681M, BROADCASTING • TELECASTING.

Vet, age 30, family, 5 years radio; announcer, program director, news, etc. Voice that sells. Now working on license. Colorado or surrounding states preferred. Tape available. Routh 2, Box 221, Greeley, Colorado.

Announcer - sportscaster, newscaster, versatile disc jockey, control board operator. Age 27, single, veteran, draft exempt. Sonny Dima, 171 Skillman Street, Brooklyn 5, New York. Ulster 2-9490.

Announcer, good voice, draft exempt. Write, wire Marty Ladd, 26-11 25th St., Long Island City 2, New York.

Announcer-newscaster-salesman, age 45, single, good education, limited experience. Prefer middlewest. John Lewis, 9 Warner Plaza, Kansas City, Mo., phone: Linwood 1440.

Experienced announcer, continuity writer, staff pianist. Excellent references. Available immediately. Charles Lord, 110 Noble, Rice Lake, Wisconsin.

Announcer, graduate SRT, Chicago. Strong on DJ, news, commercials. Operate console. Disc, photo available on request. Draft exempt, single. Write Bob Lyndell, 4862 N. W. Highway, Chicago, Illinois.

Announcers trained and capable in staff work operate board. Also play-by-play men. Pathfinder, 1222-A Oak St., Kansas City, Missouri.

Announcer—All phases but sport specialist. Desires permanency, opportunity, 4 years AA baseball, college, prep sports. 29, family, college. George Taylor, 1106 N. W. 7th Terrace, Fort Lauderdale, Florida, phone 5589.

Technical

Chief engineer seeks position with employer who expects top performance and willing to pay for same. 17 years experience. Best references. Box 228M, BROADCASTING.

Situations Wanted (Cont'd)

First phone license. Radio-television grad. Professional musician. Veteran, 26, married. No commercial experience. Desires position New York City vicinity. Box 381M, BROADCASTING.

First phone with 2 years experience in AM & FM. Studio or transmitter. Now employed. Draft exempt. Prefer midwest. Box 582M, BROADCASTING • TELECASTING.

Engineer, 1st phone. No announcing. 1½ years experience AM-FM. Box 598M, BROADCASTING • TELECASTING.

Not scared of overtime. Just want good guarantee. Chief engineer-announcer. Box 635M, BROADCASTING • TELECASTING.

D. A. V. Looking for permanent position as chief 250 or 1 kw. All replies answered. 9 months as chief 250. Box 641M, BROADCASTING • TELECASTING.

Chief engineer, 2½ years experience, 1 year with directional array, married, draft exempted and no drifter, age 24. Looking for permanent position. Mid south preferred. Box 653M, BROADCASTING • TELECASTING.

Vet, married, 1st phone. 4½ years experienced at the same AM-FM transmitter. Desires position in Florida. Box 665M, BROADCASTING • TELECASTING.

Radio-telephone, 1st class. Willing to learn. Announcing. Eastern seaboard preferred. Box 666M, BROADCASTING • TELECASTING.

3½ years experience, 3 as chief small network station. 24, single, vet, car. North-east or north-central. Box 669M, BROADCASTING • TELECASTING.

Vet, draft exempt, available immediately. Sports director four years, experience all phases of sport. Will travel and sell. Send full details first letter. Contact Bob French, 8817 Houston, Chicago 17, Illinois, phone Bayport 1-3694.

Engineer-announcer, three years experience. Veteran. Write Clyde McPherson, Route 4, Aberdeen, Mississippi.

1st phone, car, veteran, commercial and amateur radio experience. Available immediately. All inquiries answered. I. Sinofsky, 5638½ Sunset Blvd., Hollywood 38, Calif.

Production-Programming, Others

News editor eastern regional. Seeks advancement. Newscaster, reporter, newspaper background. NARND. Box 524M, BROADCASTING • TELECASTING.

College graduate, veteran, 27, single, looking for writing experience (copy or dramatic) with west or far west radio station. Box 634M, BROADCASTING • TELECASTING.

Copy, continuity writer, young man, creative, veteran, married, some experience campus radio station, free lance writing, M. A. English. Any location. Box 670M, BROADCASTING • TELECASTING.

Combination news, sales, continuity, suitable for small station Ohio, Indiana or Illinois. Good general experience. Will arrange personal interview anywhere in these states. Box 674M, BROADCASTING • TELECASTING.

Continuity writer, woman. Experienced radio scripts, seeks position station. Any location. Box 676M, BROADCASTING • TELECASTING.

Television

Managerial

Thoroughly experienced all phases AM-TV. Presently with major network station. Desire opportunity to help build and take over AM or TV operation. Can show many time and money saving proven plans. Will be at NARTB Convention. Box 491M, BROADCASTING • TELECASTING.

Salesmen

Experienced salesman-announcer. Good sales record. Hold first phone license. Prefer TV. Box 646M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Announcers

Experienced in TV-AM. Announcing, directing and production. Some technical. Sports a specialty. Presently with major TV station. Desire position with progressive TV operation. Will arrange personal interview. Box 627M, BROADCASTING • TELECASTING.

Production-Programming, Others

Television studio apprentice wants to join your organization. Experience and knowledge in music, theatre, photography. Box 559M, BROADCASTING • TELECASTING.

Creative TV cameraman. Experienced still-motion photographer. SRT graduate. Box 638M, BROADCASTING • TELECASTING.

For Sale

Stations

Western station, 1000 watts. Rich and rapid growing California area. Well equipped. Earns over $50,000. $250,000 with terms. Box 615M, BROADCASTING • TELECASTING.

Iowa. 1000 watts. Independent daytime, profit $30,000 annually, wish to retire. Box 637M, BROADCASTING • TELECASTING.

Upper midwest, single station market, no TV. Grossing $50,000. $25,000 cash, rest on terms. Box 679M, BROADCASTING • TELECASTING.

For sale: 250 watt indie in rich secondary California market. Fulltime operation. Partnership disagreement dictates immediate sale. No brokers. Box 680M, BROADCASTING • TELECASTING.

Western stations. Independents and affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Tower—Wincharger, model 300, galvanized, guyed triangular, good condition, including beacon, tuning unit, lightning filter, transmission lines, as is, where is. Washington D. C. area. Make us offer. Box 622M, BROADCASTING • TELECASTING.

For sale—radio towers, at bargain prices, with base insulators, lighting equipment, guy cables and anchors. 5—300 foot towers, 3—360 foot towers, 3—260 foot towers. Box 633M, BROADCASTING • TELECASTING.

For sale: 10 kw Western Electric frequency modulation transmitter, model 506 B-2. Never been used. Box 673M, BROADCASTING • TELECASTING.

A 300 foot Andrew 2 inch angle wrought iron tower. Offers accepted for quick disposal. All other equipment sold from previous ad. KGKB, Tyler, Texas.

Three Western Electric 9-A heads and arms complete with filters. $100 each or $270 the lot. Two heads just overhauled, third in good operating condition. Radio Station KVAN, Vancouver, Washington.

G. R. modulation monitor as is $75.00. 2 W. E. head, arms and filters, good shape; make offer. WGCM, Gulfport, Miss.

For sale: Tower — 220.2 foot Truscon, triangular and self-supporting, with A-3 lighting. Not new but in excellent condition. Direct replies to WINR, Binghamton, New York.

Wanted to Buy

Stations

The owners of a successful small market radio station in a middle Atlantic state desire to expand their interests through the purchase of additional properties preferably in the east or south. If you are interested in selling your station to experienced broadcasters who will operate it in the best interest of your community, please write Box 664M, BROADCASTING • TELECASTING and your letter will be treated in confidence.

Wanted to Buy (Cont'd)

Equipment, etc.

Wanted: Flasher for single tower, photoelectric control unit and 250' RG-7/U or RG-19/U coax. Box 671M, BROADCASTING • TELECASTING.

Wanted, used Minitape Recorder. Send inquiries to Post Office Box 608, Ann Arbor, Michigan.

Used disc recorder with outside-in drive and separate play back. Prefer R.C.A. Contact Ed Cooney, KOPR, Butte, Montana.

Wanted, about 800 feet 1⅝ transmission line, also FM frequency and modulation monitors. Contact Chief Engineer, WPFB, Middletown, Ohio.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

Help Wanted

Managerial

WANTED
Local Sales Manager

5,000 watt independent needs young experienced local Sales Manager. Terrific potential as yet not wholly developed. Wonderful opportunity for the right man. Box 642M, BROADCASTING • TELECASTING.

National
Sales Manager!

We're opening a New York office. We want a man familiar with the national radio, TV and newspaper advertising agencies. Good salary and bonuses will be paid to the right man. Please give references and qualifications in your reply. Box 643M, BROADCASTING • TELECASTING.

TV ENGINEER
AVAILABLE

Transmitter and design experience, good caliber, prefer west coast. Box 644M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

TV ENG STAFF
WANTS STATION

Employed, 6 man staff with 86 years electronics exp. inc. 22 years TV. From image orth through side band filter tune and complete proof. Box 648M, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

For Sale
TRANSMITTERS

A new 5 kilowatt
A 2-year old 1 kilowatt
CONTACT HENRY GEIST
Conrad Hilton Hotel through show or
60 E. 42nd Street, New York 17, N. Y.
Murray Hill 7-1550.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

POSITIONS FREQUENTLY AVAILABLE
as
Engineers
Announcers
Program Directors
WRITE FOR PLACEMENT FORMS
Edward C. Lobdell Associates
17 East 48 Street, New York 17, N. Y.

Registration

(Continued from page 134)

Brewer, Ruth, NARTB Washington, D. C.
Briggs, J. P., WSLS Roanoke, Va.
Brown, George H., RCA Princeton, N. J.
Browning, Elliott A., WTAG Worcester, Mass.
Brugnoni, Rene C., Architect, New York
Buford, Bill, KSWO Lawton, Okla.

C

Cassens, Gerald, WLDS Jacksonville, Ill.
Castle, Donald H., NBC New York
Chew, Thornton, KFMB San Diego, Calif.
Chinski, Gerald R., KXYZ Houston, Tex.
Chipp, Rodney D., DuMont Network New York
Chismark, A. H., WTRY Troy, N. Y.
Clayton, Vincent E. KSL-TV Salt Lake City, Utah
Coleman, Murray D., KCRC Enid, Okla.
Colledge, Charles H., WNBW Washington, D. C.
Compton, Robin D., Geo. C. Davis, Washington, D. C.
Cooke, Kenneth R., WGBI Scranton, Pa.
Cross, Robert, KROC Rochester, Minn.
Cutler, Charles N., WORX Madison, Ind.

D

Davis, George C., Geo. C. Davis, Washington, D. C.
Dawkins, L. L., WPTF Raleigh, N. C.
Day, Carl, WOC Davenport, Iowa
Dettman, Robert A., KDAL Duluth, Minn.
Dewey, Chas. E. Jr., State of Mo. Civil Defense Agency, Jefferson City, Mo.
Dewitt, John H. Jr., WSM Nashville, Tenn.
Dieringer, Frank A., WFMJ Youngstown, Ohio
Dixon, William E., WCHC Charleston, W. Va.
Doherty, William H., Bell Telephone Laboratories, Inc., Murray Hill, N. J.
Doolittle, Franklin M., WDRC Hartford, Conn.
Dowdell, John T., WIBX Utica, New York
Droke, O. S., KWKH Shreveport, La.
Duke, Vernon J., NBC Rockville Centre, N. Y.
Duning, Louis, WKBV Richmond, Ind.
Duszak, H., RCA Camden, N. J.

E

Ebel, A. James, WMBD Peoria, Ill.
Epperson, Ralph D., WPAQ Mt. Airy, N. C.

F

Findley, L. K., Collins Radio Co., Cedar Rapids, Iowa
Flynn, Glenn, WOW-TV Omaha, Neb.
Flynn, Roy M., KRLD-TV Dallas, Tex.
Fox, Joe C., WHAS-TV Louisville, Ky.
Fox, Robert A., WGAR Cleveland, Ohio
Frase, E. C. Jr., WMC Memphis, Tenn.
Frye, A. P., WMBI Chicago, Ill.
Fuentes, Roberto Espinosa, XEW-TV Mexico

G

Galins, Ernest J., FCC Chicago, Ill.
Gamble, Joe A., WRBL Columbus, Ga.
Garland, O. K., WJHL Johnson City, Tenn.
George, Warren D., FCC Chicago, Ill.
Gihring, H. E., RCA Camden, N. J.
Gill, George, Kliegl Bros., New York
Gillett, Glenn D., Gillett & Bergquist, Washington, D. C.
Gresham, Stokes Jr., WISH Indianapolis, Ind.
Guy, Raymond, NBC New York

H

Hadlock, William O., RCA Camden, N. J.
Haeseler, L. W., RCA Camden, N. J.
Hales, Frank B., WBRY Waterbury, Conn.
Hamrick, William H., WWNC Asheville, N. C.
Hardy, Ralph W., NARTB Washington, D. C.
Hayes, H. D., FCC Chicago, Ill.
Henry, A. James, KLTI Longview, Tex.
Herran, Jose De La, XEL-TV Mexico
Hetland, Julius, WDAY Fargo, N. D.
Hinshaw, Virgil G., KFH Wichita, Kansas
Hixenbaugh, George P., WMT Cedar Rapids, Iowa
Hoffman, Karl B., WGR Buffalo, N. Y.
Holbrook, R. A., WSB-TV Atlanta, Ga.
Hollis, J., Collins Radio Co., Cedar Rapids, Iowa
Horton, J. Rex, WBIR Knoxville, Tenn.
Hulick, Henry Jr., WPTF Raleigh, N. C.

I

Iseberg, R. A., Engineer, Palo Alto, Calif.
Izenour, George, Engineer, New Haven, Conn.

J

Johnson, E. M., MBS New York
Joseph, J. Bernard, Nat'l. Prod. Authority, Washington, D. C.

K

Kassner, Don, KXEL Waterloo, Iowa
Keachie, J., RCA Camden, N. J.
Kilpatrick, Leroy E., WSAZ-TV Huntington, W. Va.
Klein, Glen, KAUS Austin, Minn.
Knapp, Clint, KWOA Worthington, Minn.
Kruger, Ernest, KSCJ Sioux City, Iowa

L

La Marque, J. W., Graybar Elec. Co., New York
Lawrence, Walter L., RCA Camden, N. J.
Lederer, E. H., Gen. Elec. Co., Syracuse, N. Y.
Leeman, Alvin, WKBH La Crosse, Wis.
Leibach, Jay, WLEC Sandusky, Ohio
Leutzinger, Harold, KVFD Fort Dodge, Iowa
Leydorf, G. F., WJR Detroit, Mich.
Lockhart, H. B., KEYS Corpus Christi, Tex.
Locklar, Henry C., WLAP Lexington, Ky.
Lockwood, Edward, WXLW Indianapolis, Ind.
Loeser, Phillip B., WTMJ-TV Milwaukee, Wis.
Lohnes, George M., Craven, Lohnes and Culver, Washington, D. C.
Lorentz, Edward F., WASH (FM) Washington, D. C.

M

Mac Adam, Mark L., WBET Brockton, Mass.
Magin, Thedore G., WDAN Danville, Ill.
Mathiot, J. E., WGAL-TV Lancaster, Pa.
Matta, William G., WLOA Braddock, Pa.
Merino, John C., KFSD San Diego, Calif.
Meyers, Carl J., WGN Chicago, Ill.
Minor, M. J., WBT Charlotte, N. C.
Minton, Robert W. WIBC Indianapolis, Ind.
Moore, Robert L., WMFR High Point, N. C.
Morrissey, T. G., KFEL Denver, Col.
Motley, Lyle C., WBTM Danville, Va.
Moudy, Dale L., KOWH Omaha, Neb.
Mullenger, Keith E., NBC New York
Myers, Walter F., WJJD Chicago, Ill.

Mc

McClanathan, George L., KPHO-TV Phoenix, Ariz.
McDaniel, Fitzgerald, WRAD Radford, Va.
McGoldrick, John P., WQAN Scranton, Pa.
McIntire, George W., WJEJ Hagerstown, Md.
McKahan, James E., KSUE Susanville, Calif.
McMahon, John H., KSTP St. Paul, Minn.
McNary, James C., Engineer, Washington, D. C.
McNaughten, Neal, NARTB Washington, D. C.

N

Newby, Harold KAKE Wichita, Kan.
Newman, J. E., WDBJ Roanoke, Va.
Newman, R., RCA Camden, N. J.
Norton, Kenneth A., Nat'l. Bureau of Standards, Boulder, Col.

O

O'Brien, Bernard C., WHEC Rochester, N. Y.
O'Fallon, Martin, KFEL Denver, Col.

P

Palmquist, J., RCA Camden, N. J.
Paske, Rolland, WEMP Milwaukee, Wis.
Pell, E. J., WKYB Paducah, Ky.
Peters, F. J., WMRN Marion, Ohio
Petersen, Earl A., FCC Chicago, Ill.
Poch, W. J., RCA Camden, N. J.
Poppele, J. R., WOR-TV New York
Pratt, D., RCA Camden, N. J.
Pratt, Roy W., WHO Des Moines, Iowa

(Continued on page 174)

Southwest
$65,000.00

A well established full-time network station located in an attractive medium size southwest market. Now owned by inactive stockholders unfamiliar with radio. Financing arranged.

East
$85,000.00

A good regional facility located in one of the important markets in the east. This station has always been profitable but is under-developed and needs fulltime owner-management. Liberal financing.

Appraisals • Negotiations • Financing

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30th Convention

(Continued from page 27)

morning at a business meeting of TV stations.

New radio directors taking office this week (see biographical sketches page 62) are: District 1, William B. McGrath, WHDH Boston, elected in March to succeed Craig Lawrence, who resigned from WCOP Boston to join WCBS-TV New York; District 2, E. R. Vadeboncoeur, WSYR Syracuse, succeeding William Fay, WHAM Rochester; District 6, Henry B. Clay, KWKH Shreveport, La., succeeding Harold Wheelahan, WSMB New Orleans; District 8, Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., succeeding Richard M. Fairbanks, WIBC Indianapolis; District 10, E. K. Hartenbower, KCMO Kansas City, succeeding William B. Quarton, WMT Cedar Rapids, Ia.; District 16, Albert D. Johnson, KOY Phoenix, succeeding Calvin J. Smith, KFAC Los Angeles.

New directors-at-large are Paul W. Morency, WTIC Hartford, succeeding Mr. Shouse, for large stations; Lee W. Jacobs, KBKR Baker, Ore., succeeding Patt McDonald, for small stations. Michael R. Hanna, WHCU-FM Ithaca, N. Y., starts his first full term as FM director - at - large, having been elected last year to fill the unexpired term of Frank U. Fletcher, then of WARL-FM Arlington, Va.

Radio directors starting their second terms with the convention are Harold Essex, WSJS Winston-Salem, N. C., District 4; Jack Todd, KAKE Wichita, Kan., District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; A. D. Willard Jr., WGAC Augusta, Ga., director-at-large, medium stations.

Attendance at convention sessions, aside from some specialized side meetings, is limited to NARTB member station officials. The BAB meeting Monday afternoon is open to all broadcasters but the other convention sessions are for members only.

While BAB and Affiliates Committee proceedings are under way Monday afternoon, the Television Code Review Board will hold its first formal meeting since the code went into operation March 1. The committee will review developments to date and lay plans for code enforcement on the basis of the month of experience.

Two principal dinners will be held during the week—the annual banquet Wednesday night and the Radio Pioneers Dinner Tuesday night. New feature added to the programs of these dinners will be appearance of Corp. Joseph Murphy, composer of the ballad "Hills of Korea." Corp. Murphy will sing the number, soon to be published and recorded.

Several hundred engineers attending the technical conference will join management delegates at the luncheon sessions and the annual banquet. Neal McNaughten, NARTB engineering director, is in charge of conference arrangements.

A booth is being installed in the lower lobby Exhibition Hall by Armed Forces Information Center. In attendance will be Col. Ed Kirby, chief of the Army's radio-TV operations; Lt. Col. Robert Keim, holding a similar Air Force post; Lt. Comdr. A. F. Rhoads, heading the Navy radio-TV work, and Capt. Pat Griffith, WAC. On display will be programs and services available to broadcasters and telecasters.

Another information booth is under auspices of National Production Authority. Stationed at the booth to answer questions about NPA regulations and availability of materials will be J. Bernard Joseph, chief of NPA's Broadcast & Communications Equipment Section, Electronics Division, and H. S. Thurber, of the Chicago field office, Dept. of Commerce.

Program for the Wednesday night dinner, sponsored by BMI and the national network, will feature Lou Holtz, dialect narrator; Patti Page, vocalist; Kay Thompson and the Williams Brothers; Merrill Abbott dancers; Whiteguards quartet, and the Lew Diamond orchestra.

At the pioneers dinner Tuesday night the late Prof. Reginald A. Fessenden will be elected to the Radio Pioneer's Hall of Fame. Prof. Fessenden is credited with having first transmitted speech in 1900 by use of a spark transmitter.

CURRIE SUCCEEDS WEISS

Appointed to NPA Post

APPOINTMENT of Walter J. Currie as assistant administrator for civilian requirements at the National Production Authority was announced last Thursday by NPA Administrator Henry H. Fowler. He succeeds Lewis Allen Weiss, resigned effective March 31 [B•T, March 17, 3].

Mr. Currie, formerly with Avco Mfg. Corp. and Standard Brands Ltd.; has been serving as Mr. Weiss' deputy assistant since June 21, 1951. He joined NPA's Office of Civilian Requirements as a consultant in March 1951, two months after Mr. Weiss assumed his duties.

Mr. Weiss, former MBS board chairman and Don Lee executive, is scheduled to sail for Europe April 22 and return to Hughes Aircraft Co., Culver City, Calif., as management advisor in July.

ABA Elects Martin

THOMAS E. MARTIN was elected president of the Alabama Broadcasters Assn. at group's annual meeting in Biloxi, Miss., March 20-21 [B•T, March 24]. Mr. Martin is president of WAPX Montgomery. He succeeds Emmett Brooks, WEBJ Brewton, who also has served as chairman of the committee of state presidents during the past year. Other new officers are Malcom Street, WHMA Anniston, elected vice president, and Mrs. Wilhelmina Doss, WJRD Tuscaloosa, named secretary-treasurer.

CBS Chicago Plans

(Continued from page 150)

atre exhibition. Witnesses argued that neither was competitive with the other, that each operated in different spheres — TV at home, movie exhibition out of home.

● Power of merged company would violate Clayton Act as recently amended. Witnesses argued that radio-TV division and theatre exhibition division would operate virtually autonomously, that no "package deals" are contemplated.

● One company operating home TV, subscription TV, theatre TV and movie exhibition would be able to subordinate one or several of them for the advantage of one or several of the others. Witnesses disagreed that subscription TV or theatre TV would ever become significant. They also argued that the company could not play one facet of its operations off against others because of competition from other TV stations and networks, subscription TV operators, theatre TV operators and theatre exhibitors.

● Use of feature films on TV would be subordinated to use in theatres. Witnesses reiterated their belief that films made for theatres would play only a small part in future TV, and that special films made for TV would be mostly used in home TV.

Registration

[Engineering]

(Continued from page 173)

Prior, Thomas C. J., WJAR-TV Providence, R. I.
Putman, R. E., Gen'l Elec. Co., Syracuse, N. Y.
Pyle, K. W., KFBI Wichita, Kan.

Q

Quintin, Charles, KRNT Des Moines, Iowa

R

Raney, Wilson, WREC Memphis, Tenn.
Reed, Elmo, WJPG Green Bay, Wis.
Reed, Oscar W. B. Jr., Jansky & Bailey, Washington, D. C.
Renfro, Al, WJHL Johnson City, Tenn.
Rhea, Henry E., WFIL Philadelphia, Pa.
Riddle, Lindsey G., WDSU-TV New Orleans, La.
Rider, Gene, WQAM Miami, Fla.
Ridgeway, Frank B., WEBR Buffalo, N. Y.
Risk, J. E., KSD-TV St. Louis, Mo.
Robinson, Munson U., WHFB Benton Harbor, Mich.
Rohrich, Clarence G. Jr., James C. McNary, Washington, D. C.
Roy, Welton M., WHBQ Memphis, Tenn.
Rue, J. H., RCA Camden, N. J.

S

Sanderson, James V., WSGN Birmingham, Ala.
Sawyer, Roger, KGLO Mason City, Iowa
Schoeny, Erwin P., WGBF Evansville, Ind.
Schroeder, Ray J., KMTV (TV) Omaha, Neb.
Sherman, John M., WTCN-TV Minneapolis, Minn.
Sims, C. G., WKYB Paducah, Ky.
Sinclair, David, KVFD Fort Dodge, Iowa
Sinnett, Robert J., WHBF-TV Rock Island, Ill.
Smith, Earl H., WLCS Baton Rouge, La.
Smith, Edgar C., WFIN Findlay, Ohio
Snedeker, M. L., WERE Cleveland, Ohio
Snider, Robert E., KTUL Tulsa, Okla.
Snyder, Reed L., WHO Des Moines, Iowa
Stewart, E., RCA Camden, N. J.
Stone, Earl J., WELL Battle Creek, Mich.
Stuckwish, Milburn H., WSOY Decatur, Ill.
Swaringen, L. C., WTAX Springfield, Ill.

T

Talbott, Edward P., KROD El Paso, Tex.
Taylor, Herman D., WTIC Hartford, Conn.
Thomas, Morris W., KOMA Oklahoma City, Okla.
Todd, Clifton M., WNAX Yankton, S. Dak.
Torrey, William H., KGNC Amarillo, Tex.
Towner, Orrin W., WHAS-TV Louisville, Ky.
Trombly, Lawrence, KSD-TV St. Louis, Mo.
Trouant, V. E., RCA Camden, N. J.

V

Varnum, W., RCA Camden, N. J.
Vordermark, Ernest, WMBR-TV Jacksonville, Fla.

W

Walker, John, KHQ Spokane, Wash.
Weaver, Clarence W., WCMI Ashland, Ky.
Wehrman, Harvey, KLZ Denver, Col.
White, J. Harold, WKTY LaCrosse, Wis.
Whitman, Urlin, WTAD Quincy, Ill.
Wilkins, B. T., WKBN Youngstown, Ohio
Williamson, Bert, KYNO Fresno, Calif.
Wilner, John T., WBAL-TV Baltimore, Md.
Wilson, George, WKRC-TV Cincinnati, Ohio
Windle, Ben E., WCLT Newark, Ohio

Y

Yarbrough, J. E., WDBO Orlando, Fla.
Yarger, C. R., KSD St. Louis, Mo.
Young, J., RCA Camden, N. J.

Z

Zaharis, Gus, WTIP Charleston, W. Va.

SERVICE DIRECTORY

Custom-Built Equipment
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STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
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Complete Installations
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6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

Network Rates

(Continued from page 29)

weeks to place 5 to 10 spot announcements per day on one or more stations in some 40 to 50 markets, with 80% of each day's total to be carried in nighttime hours and 20% in daytime, but with payment for all at the rate of one-half of the one-time daytime rate per spot.

Where stations could not clear time for eight nighttime spots—almost the equivalent of three an hour for three hours, and especially difficult in the case of network-owned stations and other major outlets—the advertiser reportedly is suggesting a reduction in number (to about five spots a day, of which four would run at night), with perhaps five others to be placed similarily on another station in the same market.

The campaign is on behalf of Wheaties.

THOSE in attendance at luncheon at National Press Club, Washington, when changes in news staff of WCBM Baltimore were announced included (front row, l to r): M. J. Porter, associate editor, *Catholic Review*, Baltimore; Milly Flynn, whose appointment to station's news staff was announced; John Elmer, WCBM president; Jerry Mares, WCBM night news editor; Charles Roeder, news director. Standing (l to r): Father J. S. Martin, editor, *Catholic Review*; Max Fullerton, Baltimore bureau, AP; George Roeder, WCBM station manager; J. F. Lewis, station's state correspondent; Greg Halpin, newly appointed city editor at WCBM; Morton Prentis, Washington representative of Assn. of Commerce, Baltimore, and C. Carroll Bateman, B & O public relations staff.

WCBM NEWS STAFF

Expansion Announced

INCREASE in news staff of WCBM Baltimore and promotion of one of the station's newscasters were announced Wednesday by John Elmer, president of WCBM, at a luncheon at the National Press Club, Washington, D. C.

W. Gregory Halpin, a member of the news bureau for 2½ years, will assume duties of city editor. Mr. Halpin broadcasts 62 newscasts per week, reportedly the heaviest schedule for a newscaster in Baltimore. Millie Flynn, veteran newspaper and radio reporter, has been appointed to the WCBM news staff.

These two appointments make the station's news staff the largest in Maryland, according to Charles Roeder, news director. WCBM's news department is designed for both town and country coverage in the 150 mile radius of cities and semi-rural area which it covers.

On the air daily from 5 a.m. to midnight, the 10 kw station does 170 news programs weekly. Of these, 106 are local newscasts and 64 are done for MBS, with which the station is affiliated.

Other members of the station's news staff are John Fulton Lewis, state correspondent and former editor of the *Southern Maryland Times*; Norman Bergholm, WCBM's Eastern Shore specialist, and Jerry Mares, night editor.

SUMMER RADIO

NBC Sounds Its Sales Pitch

NBC UNLIMBERED its summer radio sales pitch last week—a sound-slide film starring comedian Fred Allen as its "vice president in charge of summer."

In his quest for "the facts" about summer radio and its values to advertisers, Mr. Allen "discovers," among other things, that summer is not a sales-slump season for business, that radio is the only medium that is "compatible with people's living habits" and that NBC has a variety of specialized sales plans to offer advertisers.

One of the latter, called "Tonnage Technique," is a saturation plan by which advertisers may sponsor either three or five quarter-hour program segments a week for either 8 or 13 weeks, with "tailor-made" series available "at low cost."

It was estimated that the three-week Tonnage series will reach almost 9.5 million persons a week and that the five-a-week series will reach more than 11.5 million. Costs to advertisers were not specified, the charge for any combination of programs being dependent upon the specific programs chosen to compose it.

At the other extreme from Tonnage, the presentation notes, advertisers "can use a single broadcast for a special one-time sales promotion."

Other plans include "Super Summer Tandem," a hot-weather version of NBC's sold-out "Operation Tandem," and the "Market Basket" plan, under which local stores and chains receive one-minute cut-in announcements plugging themselves as well as the products of the national Market Basket sponsor.

In addition, it is emphasized, any NBC advertiser who asks for it gets, without cost, the help of NBC's new merchandising department in securing point-of-sale displays for its products among wholesale and retail stores.

Summer 1952, it is stressed, offers radio advertisers even more than its usual attractions since this is a Presidential election year with an unusually high potential of listening due to all-out radio coverage of the political conventions and campaigns.

In the slide presentation, conceived and executed by Jacob A. Evans, manager of the NBC Radio Advertising and Promotion Dept., and Harold S. W. Shepard, supervisor of radio sales promotion, Mr. Allen's search for the truth about summertime radio takes him through a series of interviews with research men, network officials, ratings experts and agency representatives.

The film, to be shown to clients, agencies and prospects starting immediately, was described by Radio Sales Vice President John K. Herbert as further evidence of NBC's efforts to promote all radio.

"We believe," he said, "that if radio is sold to advertisers and agencies, we'll get our share of it."

NBC Board Chairman Niles Trammell voiced confidence the presentation will be "unusually effective."

To show that summer is no slump season for business, it is pointed out that total national retail sales for June, July and August are only 2.6% below the entire year's level and that for many products summer is the big season.

For instance: Sales of toilet soaps in summer are 14% higher than their average for all other months. Soft drinks are up 47% and tea 22%, while beer sales "skyrocket." Dry cereals rise 17%, refrigerators 91%, ranges 65%, automobiles 31%. Gas and oil sales advance 5%; building materials 6%. Even smoking is up 5%.

Summer radio's importance is stressed through studies showing 24 out of 25 persons are at home during the average summer week—and that one who is away is still

(Continued on page 178)

CONVENTION HEADQUARTERS NARTB

Conrad Hilton Hotel

R. C. CRISLER & CO.

1109 Union Trust Bldg., Cincinnati, Ohio

Dunbar 7775

Newspaper & Radio Station Brokers

WANTED

PROMOTION MANAGER

There is a tremendous opportunity for a sales promotion manager who wants to live in Southern California and further his career in television.

The opening is at the CBS owned station KNXT in Los Angeles. Will be given free rein for his creative abilities, and a generous budget.

Must know all phases of sales promotion, program promotion and exploitation. Should have previous experience at a radio or television station. Good salary for the right man.

Send full details, with samples and references to:

David Luhmann

CBS TELEVISION

485 MADISON AVENUE

New York City

Where's the Money Coming From?

(Continued from page 32)

real warm-up of defense production. Employment rose to 50.3 million; the unemployed diminished to 5.5 million. Total disposable income rose accordingly—from $75.7 billion the year before to $92 billion. But the improvement in general economic conditions outstripped advertising growth. Advertising volume in 1941 was only 2.4% of disposable income, compared with 2.8% the year before.

BUSINESS BAROMETER

The war years were decidedly "abnormal" and hence are excluded from consideration here. The year preceding war, 1941, and the year following, 1946, were to a great extent influenced by the economic dislocations of wartime. Count those years out, too, and you find that total advertising volume in the U. S. in 1940-51 has swung between 2.5% and 2.9% of total disposable income, with the average at a little more than 2.7%.

Now assuming that the economists are right in using total disposable income to mean total sales potential, it would seem that U. S. advertisers as a group (though differing individually, of course) characteristically have been maintaining advertising budgets at a level of slightly more than 2.7% of maximum possible sales.

(This percentage estimate probably is low since it is derived from comparing the advertising volume against total disposable income figures which do not take into account the fact that people do not spend all their income. If total savings were extracted from the base income figures, the base figures would of course be lower and the ratio of advertising volume higher. But for purposes of describing trends, as in this case, the translation of disposable income to sales potential is accurate enough.)

Quite obviously, if advertisers persist in maintainng this ratio or one not far above it, total advertising expenditures will expand only as the total economy expands. The first question is: How much must advertising volume expand to accommodate a national television system?

In 1951 there were four networks and 108 stations in television broadcasting. That year, according to *Printer's Ink* estimates, advertisers spent a total of $484.4 million on TV, of which the networks and stations received $239.5, according to FCC tabulations. The difference between total advertising expenditures and broadcast revenue, a sum of $244.9 million, went into other channels than the broadcasting companies. To a large extent it represents the costs of producing TV campaigns, programs and commercials not produced by networks or stations themselves.

In guessing at future TV expenditures it can be made a rule of thumb that the proportion of total TV expenditures occupied by broadcast revenue will expand more rapidly than that occupied by these production costs that go into non-broadcaster channels. For purposes of this projection, it will be assumed that the $244.9 million which advertisers spent on TV but which did not go to the broadcasters will not appreciably increase in the next year or two.

Of the $239.5 million revenue that the TV broadcasters received last year, $132.2 million was taken in by the four networks and their 15 owned and operated stations. The other $107.3 was split among the other 93 stations on the air.

It would seem reasonable that if it takes $107.3 million to support 93 stations (about 12% of which lost money), it will take proportionately larger amounts to support more. The Radio-Television Manufacturers Assn. estimates that a maximum of 97 new stations will be on the air by the end of the third quarter of 1953. That would indicate that in the first full year of their operation, non-network broadcasts revenue would have to increase to the order of $215 million, meaning that the total TV expenditures would be up to about $600 million at least, even if the revenues of networks and their present list of 15 owned stations did not rise a dime and if other TV expenses born by advertisers did not rise about the $244.9 million of 1951. A probably more realistic figure for total TV expenditures in this first year that double the number of present stations is in operation would be $700 million.

When More Stations Exist

What happens when vastly more stations go on the air? It is not unreasonable to assume that the $1 billion TV volume figure will be reached relatively quickly.

Can a $1 billion television system be fitted into the media family and into the general economy without seriously drawing upon older media or disrupting traditional ratios between advertising and national income? To a large extent the answer depends on whether the economy continues to expand at the rate it has since World War II.

A $1 billion TV volume would enlarge total advertising expenditure to about $7.06 billion (if all other media expenditures remained unchanged).

Assume that advertising expenditures were made at a rate of 2.9% of the total national disposable income, the rate for 1951 but bigger than the 2.7%-plus average ratio in the period 1940-47-48-49-50-51.

It would take a total disposable income of $243.4 billion to accommodate that total advertising volume, at the 2.9% ratio. That would be $20.6 billion bigger than income in 1951.

It is beyond the resources of this publication to predict the future course of the entire U. S. economy but economists are divided on the question of how high disposable income can go without disastrous inflation. The $222.8 billion of 1951 was the highest in history and it occurred at a time when employment was 61 million, a record peak.

A perhaps clearer understanding of how TV has already affected advertising budget allocations can be had from examining the recent histories of competitive media, radio, newspapers and magazines.

In dollar volume all these media have been expanding steadily: radio from $233 million in 1940 to $690 million in 1951; newspapers from $815 million in 1940 to $2.22 billion in 1951; magazines from $197 million in 1940 to $562 million in 1951. But though their dollar volumes have been rising, the ratio of their volume to the national disposable income has not.

Radio volume was 0.31% of national income in 1940, 0.29% in 1951, 0.31% in 1946, 0.33% in 1947, 0.33% in 1948, 0.34% in 1949, 0.33% in 1950 and back to 0.31%—its 1940 ratio—in 1951.

Newspaper volume was 1.1% of national income in 1940, 0.9% in 1941, 0.7% in 1946, 0.9% in 1947, 0.9% in 1948, 1% in 1949, 1% in 1950 and 0.98% in 1951.

Magazine volume was 0.26% of national income in 1940, 0.23% in 1941, 0.27% in 1946, 0.29% in 1947, 0.27% in 1948, 0.26% in 1949, 0.25% in 1950 and 0.25% in 1951.

Comparison by Years

Somewhat similar patterns exist in the comparison of year-by-year volume of each of these media with the total advertising volume.

Radio volume was 11.3% of total advertising expenditures in 1940, 12.1% in 1941, 14.7% in 1946, 13% in 1947, 12.7% in 1948, 12.2% in 1949, 11.7% in 1950 and 10.5% in 1951.

Newspaper volume was 39.1% of total advertising expenditures in 1940, 37.8% in 1941, 34.4% in 1946, 34.6% in 1947, 36% in 1948, 36.6% in 1949, 36.3% in 1950 and down to 34% in 1951.

Magazine volume was 9.5% of total advertising expenditures in 1940, 9.6% in 1941, 12.7% in 1946, 11.6% in 1947, 10.5% in 1948, 9.5% in 1949, 9% in 1950 and down to 8.6% in 1951.

Beat your way through that jungle of figures, and you will find that whether compared with the U. S. economic picture as a whole or with total advertising expenditures, the *rate of expansion* of radio, newspaper and magazine volume has been arrested noticeably in the past two years. In dollar volume, none of them is down; but in comparison with advances of the general economy and of total U.S. advertising, all three have fallen off.

Does this mean that if TV had not burst on the scene the others would have drawn bigger volumes? One can only make conjectures. But the fact remains that something happened to put a brake on radio, newspapers and magazines

(Continued on page 178)

PRODUCE PROFESSIONAL COMMERCIALS AT LOW COST with the New Gray TELOP II

● Now, with the new, versatile Gray TELOP II you can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELOP II presents their selling message with opaque cards, photographs, art work and transparencies. *And* you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination. Takes up very little space. One operator does it all!

Write for full information on the new and exciting Gray TELOP II.

GRAY RESEARCH and Development Co., Inc., 16 Arbor St., Hartford 1, Conn.

Division of The Gray Manufacturing Company—Originators of the Gray Telephone Pay Station and the Gray Audograph

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Summer Radio

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within radio earshot.

Further, it is pointed out, the "shrewdest" advertisers—defined as those who spent more than $500,000 in radio during 1950—stayed on radio during summertime 1951 by a ratio of 9 to 1. "And most 39-week nighttime advertisers on NBC radio can stay on for the 13 summer weeks at a cost of only 47% per week of their current expenditures," it is added.

American Research Bureau figures are cited to show that "every 100 families with TV sets own an average of 253 radio sets," whereas in radio-only homes the average is 219 sets per 100 families. Sales of car radios alone last year approximated the total TV set sales, the presentation countinues, noting that there are now 105.3 million radios in the U. S., that "the average individual in a TV home spends 76% as much time listening to the radio as he does viewing TV, and radio listening in all homes is overwhelmingly greater than the total time spent with all other media."

Growing public faith in radio has been reflected by Advertest Research studios, it is emphasized, for: In 1949, one out of two TV owners felt radio would hold its place in home entertainment; in 1950, two out of three; in 1951 "three out of four said radio's future is secure." In New York in February 1952 Advertest "found that last year more radio sets were bought by families with TV than by families with only radio."

Super Summer Tandem

NBC's Super Summer Tandem plan involves three programs, offering each of three non-competitive advertisers a one-minute commercial on each show, plus opening and closing billboards, at $13,500 per week per advertiser for both time and talent. Each advertiser, it is estimated, "will reach more than 13 million listeners and deliver more than 40 million advertising impressions each week at a cost of 32 cents per thousand."

The Summer Tandem programs are *$64 Question* (Sunday), *Mr. Keen, Tracer of Lost Persons* (Thursday) and *Screen Directors Playhouse* (Friday).

Similarly, Market Basket plan offer three programs to three sponsors. Each advertiser gets a minute per program, plus billboards, at a time-and-talent cost of $15,200 per week per advertiser. The programs, which "reach more women in a month than the top four women's monthly service magazines combined," fall on Thursday, Friday and Saturday, "The three biggest food-shopping days of the week." They are: *Man Called X, Screen Directors Playhouse* and *My Secret Story.*

KLAC Hollywood starting *Pass the Word*, public service program taped by Navy unit of Armed Forces Public Information Office, featuring Southern California servicemen stationed overseas.

ABC'S NEW STUDIOS Readied in Three Cities

ABC radio network last week announced opening of three new multiple radio studios—one each for New York, Los Angeles and Chicago—during the next three weeks. The use of the $3 million facilities marks the first time in ABC's history that the network's AM operations will be housed in separate, independent headquarters in each of the cities.

First studios to go into operation will be those in New York, located next door to ABC-TV's west side plant. Built at a cost of $1,250,000, the radio facilities will be used by both the network and its flag station WJZ. Operation was scheduled to have started at 6 a.m. EST today (Monday), when engineers were to throw switches in the new master control room located behind a glass wall in the building lobby.

Across the nation in Los Angeles another $1,250,000 studio construction project will be completed tomorrow when ABC radio will start broadcasting from its remodeled building at 1539 North Vine St. Third group of radio studios, built in the Daily News Bldg. in Chicago for $500,000, will be placed in operation Monday, April 21.

ABC adopted long-term expansion plans in 1951, setting an April 1, 1952 goal for completion of New York and Los Angeles buildings, a deadline that is being met. Building program was undertaken to effect "sizable savings" from lease costs and by unified facilities as well as to provide production equipment on a par with that of ABC's two principal competitors.

The total $3 million expense for new AM facilities represents, President Robert E. Kintner said, a "continuing faith" in radio as well as a real investment in AM's long-term future. "It also indicates ABC's determination to use every resource at its command to improve the network," he added.

All buildings incorporate the latest designs in communications equipment, studio planning, compact space arrangement and color use, with particular emphasis on switching facilities in the master control rooms. The new switches were built by General Electric in cooperation with ABC engineers and provide a compactness and accessibility for repair that has never before been realized—or used — in studio installations, Frank Marx, vice president in charge of engineering, said Tuesday.

New York studios are located at 39 W. 66th St., with only the facade remaining of the previous building, the Wilson Warehouse which—along with a former riding academy, stables, garage and carriage house—has been converted into an ABC-AM-TV production heart. Alternate floors of the seven-story building have been partially removed, the basement lowered and a penthouse added to provide space for four major radio studios, each two stories high and placed one on top of another toward the rear of the renovated structure.

The network thus ceases to lease New York space from NBC except for offices at 30 Rockefeller Plaza to house executive, sales, and station relations activities. Work on offices for those departments will start, next to the new radio studios, as soon as government authority is obtained, however, and all ABC radio and television will be located in the same block in New York.

Only other New York point from which ABC radio will continue to broadcast is its Little Theatre, located at 240 W. 44th St.

For the first time since the Blue Network was separated from NBC, ABC radio operations in Hollywood, including owned and operated KECA Los Angeles, will be consolidated under one roof as of April 1. All engineering facilities are being moved from the NBC building at 6285 Sunset Blvd. and from 1441 McCadden Place to the remodeled building at 1539 North Vine, occupied by office personnel since Feb. 1. The transmitter will remain at its present site. New facilities will house 12 studios and announcers' booths, including three audience studios with an average seating capacity of 321 persons. Feature of the new plan is one of the largest and most modern tape-recording laboratories in the country.

Moves Central Division

ABC Central Division's radio studios will be moved April 21 from the Merchandise Mart to the Chicago Daily News Bldg., where a total of six modern studios will be available to the network and its Chicago station, WENR. Five studios, one to combine radio and TV transmissions, are now being constructed on the 24th and 25th floors while another studio, now used for WENR-TV is being adapted to both AM-TV operation. A master control unit and engineering maintenance shop are being installed in the same building.

All Chicago studios are to be equipped with accoustical materials and designs, new microphones, consoles and other technical devices. In addition to a dozen modern tape recorders capable of preserving and playing back several programs at once, ABC Chicago facilities will include portable equipment for setting up field broadcasts and providing "out-of-studio" coverage. ABC radio will continue to originate programs—such as *Breakfast Club*—from Chicago's Civic Theatre on Wacker Drive, but expects to have ended all local leases from NBC by May.

The network plans a combined radio-television building in San Francisco, location of its station KGO, and has purchased the Eagles Bldg. there for ultimate conversion. In the meantime, a lease extension has been acquired in San Francisco Radio Center.

ABC radio will celebrate opening its new Manhattan studios with a special program, *Operation 66th St.*, from 10:30-11 p.m. EST today (Monday).

Commentator Milton Cross, celebrating his 30th anniversary with ABC's key station, WJZ New York, will conduct listeners on a tour of the new studios, describing the layout, chatting with radio technicians and performers and telling of the network's history.

Other ABC radio programs to take note of the official opening will include *Listen to Sheldon* at 6:30 p.m. the same day, when Mayor Vincent Impellitteri will make the dedicatory address, and *Family Circle* at 2:35 p.m. when all ABC radio personnel will hold a house-warming party.

C-P-P GROSS INCREASES

But Net Income Is Off

SALES for Colgate-Palmolive-Peet Co. and foreign subsidiaries reached an all-time high of $346,485,000 last year, resulting in a total net income of $6,294,000, according to President E. H. Little's report on 1951 operations, issued to stockholders Monday.

Sales represent at $24 million increase over the previous high reached in 1947 and a $34½ million rise over 1950 figures. Net for 1950 totaled $15,737,000, however, with decreased 1951 profits attributed to increased taxes and higher costs for goods and services. The company also wrote off a $5 million loss on the mid-1951 market decline in fats and oils, plus a $2½ million loss in Kansas City floods.

Net income in 1951—including foreign subsidiaries' dividends of $1,717,000—equaled $2.79 per common stock share. Quarterly dividends of $3.50 preferred and $2 common were paid during the year, with common stockholders receiving an extra 5% in stock.

Where's Money From

(Continued from page 176)

while TV and total advertising expenditures were climbing. Was it television that applied the brake?

Television volume was a piddling 0.03% of total disposable income in 1949, the first year TV made an impression on the economy; it was 0.09% in 1950 and 0.22% (not far behind radio and magazines) in 1951.

TV volume was 1.2% of total advertising expenditures in 1949, 3.3% in 1950, and 7.4% in 1951.

Those are the figures. Seers can take it from there.

XUM

FORERUNNER...

Forerunner of today's big, efficient outdoor advertising industry was this scene. Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster.

About the same time that billboards were becoming standardized, other media—newspapers, magazines, car cards—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio . . . and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound selling.

Now television has added sight to sound . . . and again advertisers were quick to capitalize on the added impact this newest medium affords them.

In WLW-Land, these two media—WLW Radio and WLW-Television—used in combination, offer advertisers the most efficient and economical way to reach more people more often and more effectively.

WLW

1922 · 1952

30th year

THE NATION'S STATION AND ITS TV SERVICE

weed

and company

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD